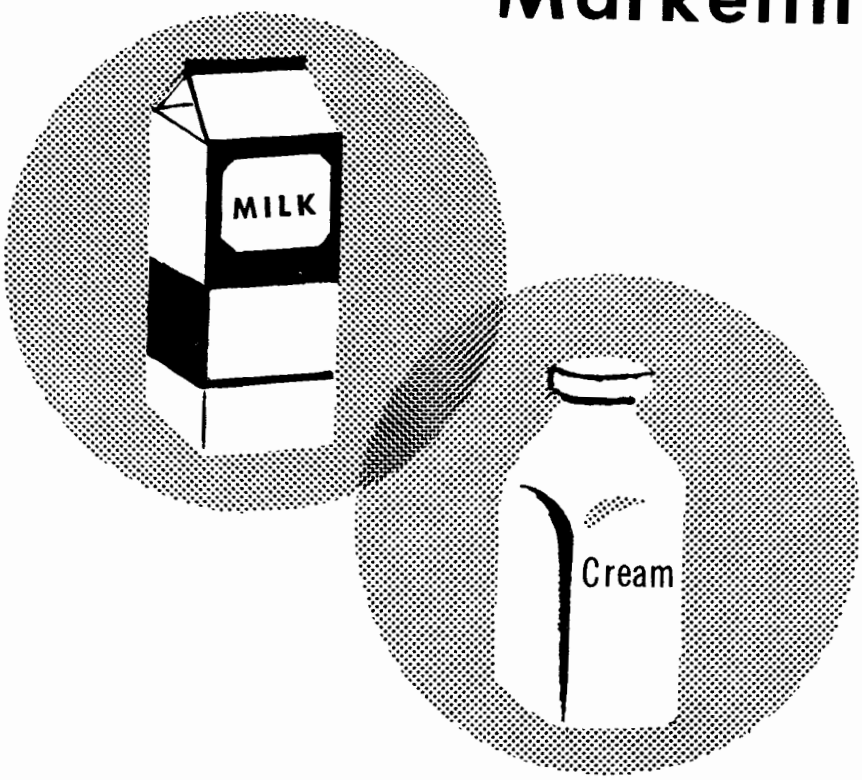
# FLUID MILK and CREAM Consumption

## *in* Selected Marketing Areas




## 1950-59

● Statistical Bulletin No. 312

U. S. DEPARTMENT OF AGRICULTURE
STATISTICAL REPORTING SERVICE
Crop Reporting Board

Washington, D.C.

MAY 1962

This bulletin revises and brings forward the consumption series first published under the title "Fluid Milk and Cream Consumption in Northeastern Marketing Areas" and more recently under the present title. Statistical Bulletin No. 168 carried data for the years 1940-54 for markets in Northeastern areas only. Statistical Bulletin No. 226 included additional products for the years 1950-56. The latest bulletin was published in June 1960 for the period 1956-58, showing sales data for 8 categories of products in 40 Federal Order, State, and other markets.

The current issue contains data from a total of 79 areas for various years for the period 1950-59, for 12 fluid items. For 1959, the 69 areas having data in that year cover about 60 percent of the nonfarm population of the United States (excluding Alaska and Hawaii.)

For 65 areas, the data have been supplied by the respective Federal Order Administrators. The following agencies have provided sales data for their respective areas: Rhode Island Milk Control Board; Office of the Milk Administrator, State of Connecticut; Division of Milk Control, New York Department of Agriculture and Markets; Office of Milk Industry, New Jersey, Department of Agricultural Economics, Pennsylvania State University (for Allegheny County); Baltimore City Health Department; Virginia State Milk Commission; North Carolina Milk Commission; South Carolina Dairy Commission; and the California Crop and Livestock Reporting Service. All data for the New York Metropolitan Area are from "Consumption of Milk and Cream in the New York City Market and Northern New Jersey", by Leland Spencer and Ida A. Parker, Cornell University, Bulletin No. 965, July 1961. Data for the entire State of Virginia were published in "Looking into the Fluid Milk and Ice Cream Industry in Virginia", Virginia Joint Agricultural Publication, No. 3, June 1960.

CONTENTS


| | Page |
|---|---|
| Summary | 3 |
| Introduction | 4 |
| Population estimates | 4,5,10,11 |
| Sales and per capita consumption of fluid milk and cream products: | |
| Whole and skim milk products | 5,6,12,13 |
| Average test of whole milk sold | 6 |
| Milk equivalent of fluid cream products | 6,14,15 |
| Milk equivalent of all fluid products | 6,16,17 |
| Sales and per capita consumption for individual markets | 7-9,18-42 |
| Appendix | 43 |


For 1960 and 1961 data, these series will be continued as a supplement to this bulletin in the May 1962 issue of the monthly "Fluid Milk and Cream Report."

# FLUID MILK AND CREAM CONSUMPTION IN SELECTED MARKETING AREAS, 1950-59 1/

## SUMMARY

Per capita consumption of fluid milk and cream (combined) advanced steadily from 1950 until about 1956 or 1957 in most markets included in this report. Although declining in a number of markets in 1958 and 1959, per person usage was significantly higher than 1950. Sales increased generally in every year of the decade, but population grew at a faster rate near the end.

Individual product consumption rates varied. Plain whole milk usage increased and then declined following the general pattern. However, consumption of seven other fluid products advanced during the period. Plain and fortified skim milks made substantial gains in per capita consumption. The use of flavored whole milk became more prevalent; yogurt sales in relation to population increased after introduction in a number of markets during the period. Mixtures of milk and cream, sour cream, and eggnog made important consumption advances. Flavored skim milk showed gains in some markets and losses in others. Buttermilk, a product popular in Southern areas, found less per person usage at the end of the decade. Rates of utilization of both light and heavy cream were down practically every year.

Expressed in milk equivalent terms (a milkfat concept), consumption exhibited mixed trends. The milk equivalent of all fluid products followed the general trend of higher and then lower consumption. However, the milk equivalent of fluid cream products declined in almost every market for the entire period.

---

1/ Prepared by L. W. Haynes and K. D. Ackers, Agricultural Statisticians, Agricultural Estimates Division, SRS, under the general direction of G. G. Butler, Head, Milk Section, and I. E. Wissinger, Chief, Dairy Statistics Branch. Acknowledgment is due various City, State, and Federal Agencies which furnished basic data for this report and helpful comments.

## INTRODUCTION

Annual sales and estimated annual populations for each marketing area have been used to calculate annual per capita rates of consumption. For the earlier years, product groupings have not been separated as completely as in later years. Much effort during the decade has been made by both Federal and State agencies to separate data by products when statistically significant. In Federal Order markets, sales of flavored whole milk were separated from flavored skim milk beginning with the 1957 data. Likewise, plain skim milk and fortified skim milk (solids added) were reported together in the period 1950 to 1956. Yogurt and eggnog consumption are reported for the first time in this bulletin.

All sales and rates of consumption per capita are shown in pounds annually. Although the data are designed to show general trends of consumption only, they are not precise measures. There is considerable variation between the areas as to composition of the population, the areas and portions of areas covered, etc. Also, the separation of "in-area" sales from "out-of-area" sales in earlier years of the decade may have been somewhat less precise than later. Direct comparisons of per capita consumption rates between markets should be made with caution. For purposes of analysis, the trends of consumption for each individual market would be of more value.

## POPULATION ESTIMATES

Estimates of population for this bulletin have followed previous procedures fairly closely. For those areas following State lines, the July 1 resident population estimates of the U. S. Bureau of the Census have been the basis for the estimate. For other areas, except as described below, the April 1, 1950 and 1960 Census enumerations were used as a base.

For those markets not covering entire States, April 1 populations for 1950 and 1960 were adjusted to July 1 by one-fourth the average annual change during the decade in most instances. Tentative annual estimates for each year between 1950 and 1960 were then prepared by straight line interpolation. Where there were indications that annual changes for the period did not follow a straight line pattern, modifications were made. Draft calls for the Korean War were important in early years of the period.

For those markets appearing in the 1960 edition of the bulletin, previous population estimates were used for 1956-58 where applicable. These estimates had been based on State agency estimates for counties and cities and were prepared prior to the Census enumeration. Although

the levels of these earlier State-based estimates may have been different from those established later by the Census, year-to-year changes were close to those now shown for most markets. Other indications (such as annual changes for the entire State as reported by the Census Bureau) were used, if applicable.

For the New York Metropolitan Area and the Virginia State estimates, the population data are from publications cited. Baltimore City population estimates were prepared by the Baltimore City Health Department.

In marketing areas having important segments of rural population, the annual estimates were also modified. An annual estimated number of persons using milk from their own farms was subtracted from marketing area populations. This was done by first taking the number of farms with milk cows from the 1950, 1954, and 1959 Census of Agriculture in each county or major portion of a county. This figure for each county was then multiplied by an estimated average number of persons per farm having milk cows. These estimates are based on the size of household for all farms as reported in the 1950 and 1960 Censuses of Population. For areas where applicable, some further adjustment was made in area population estimates for people living on farms with milk cows but using milk from commercial sources.

The reliability of area population estimates probably varies largely with the size of the area and because of the estimating methods used and assumed rates of change. However, it is believed the population estimates are sufficiently reliable to yield estimates of per capita consumption satisfactory for further analysis.

Of the 9 marketing areas which have comparable area populations for the 10-year period, all except Baltimore, Md., showed increases. In Baltimore, the 1959 population was 1 percent less than 1950. Area population advances ranged from 7 percent in Allegheny County, Pennsylvania to 46 percent in California.

## PER CAPITA CONSUMPTION OF FLUID MILK AND CREAM PRODUCTS

### Whole and skim milk products

Table 2 shows total sales of whole and skim milk products in each market as reported for the years 1950-59. These items are combined in this table since much of the available data by markets for earlier years of the period are on this basis. Of the markets in the table, there were 25 with whole and skim sales available beginning as early as 1954. Twenty-one of the 25 reported higher per capita whole and skim consumption in 1959 than in 1950 or the earliest year shown. Lower rates in 1959 than in the earliest year were reported in only 4 marketing areas: Philadelphia, Chicago, Kansas City and Wichita, Kansas. Of the 25 markets, 23 reported higher rates in the middle years of the period than in the earliest or latest year. Highest rates of consumption for

the period were reported in 1957 for 10 markets and in 1956 for 7 areas. Largest increases in per capita consumption between 1950 or the earliest year and the highest year were: Wichita, Kans., 49 pounds, Sioux City, Iowa, 43 pounds; and Worcester, Mass., Kansas City, Mo.-Kans., Omaha-Lincoln, Nebr.; Council Bluffs, Iowa, each 41 pounds. However, drops in consumption between the high year and 1959 were less than 15 pounds per person in 18 of the 25 markets. The six marketing areas carried in the former "Northeastern" report, for which data are not available for 1959, all exhibited similar trends to the others through 1956, with the exception of Rhode Island. In that area, the high year in the period from 1950 to 1956 was 1952. After decreases in 1953 and 1954, the 1955 and 1956 rates of consumption in this area were almost as high as those in 1952.

Average test of whole milk sold

The average test of whole milk sold in marketing areas where this is reported declined in almost every area during the 10-year period. Of the 19 areas with data for 1954 or earlier, only Oklahoma Metropolitan and California showed higher tests in the later years of the period. The drop in average test from 1950 to 1959 in Springfield, Mass. was 0.19 percent, and Omaha-Lincoln, Nebr.-Council Bluffs, Iowa, 0.16 percent. San Antonio, Tex. reported a 0.13 percent decline in test from 1951 to 1959. In 4 other markets of the group, the decrease in the fat percentage of whole milk sold was as much as 0.10 percent during the period.

Milk equivalent of fluid cream products

The milk equivalent of fluid cream products is the quantity of producer milk at average test required to supply the milkfat contained in the cream items sold. Twenty-six of the 79 markets shown in Table 3 have annual per capita rates of consumption for this concept calculated for 1954 or earlier. Of these markets, only Springfield, Mass., showed a higher rate in 1959 than for the earliest year. A decline of at least 10 pounds per person in the milk equivalent of cream used was reported for 9 markets. For the remainder of the areas, except Milwaukee and Louisville, the decrease in milk equivalent of cream was between 1 and 10 pounds per person. For Milwaukee, per person consumption of 45 pounds in 1954 rose to 47 in 1957, but was back to 45 pounds in 1959. The per capita rate for Louisville was about 23 pounds per person for all years from 1953 to 1959.

Milk equivalent of all fluid products

As for cream, the milk equivalent of all fluid products is computed on a milkfat basis. In table 4, there are 24 marketing areas which have series of annual per capita calculations of the milk equivalent of all products from at least 1954 to 1959. Of these 24 markets, all but 8 had higher rates of consumption in 1959 than 1954 or earlier. Two marketing areas, Louisville, Ky., and Oklahoma Metropolitan, showed generally increasing milk equivalents for the period. Chicago, Ill., sales were generally declining in milk equivalent terms. The remainder

of the markets were on a higher level in the middle years of the period than at either end. In 14 markets, there were increases of between 20 and 40 pounds in consumption from 1950 or the earliest year to a higher middle year. The year of highest consumption reported for these 24 markets was: 1957 for 9 markets; 1956 for 7 markets; and 1955 for 5 markets. Except for 4 marketing areas, declines in the milk equivalent of all fluid products from the highest middle year to 1959 were reported. In 11 marketing areas, this decline was from 15 to 30 pounds per capita.

## SALES AND PER CAPITA CONSUMPTION FOR INDIVIDUAL MARKETS

### New England

Per capita consumption of whole milk items in Boston, and Merrimack Valley, Mass., was fairly stable for the 1950-59 period with some increase in skim items, but a relatively small decrease in cream consumption. Springfield and Worcester, Mass., each reported some increases in plain whole and skim milk, with cream items fairly stable for the decade. Increases in usage of whole milk and light cream for Fall River, Mass. were reported. Whole and skim increases are noted for Rhode Island with little change in the milk equivalent of cream consumption. The utilization of most fluid products in Connecticut was fairly stable for the period.

### Middle Atlantic

Declines in the consumption of both whole milk and cream products from 1950 to 1959 were reported in the New York Metropolitan area. Some increasedusage of milk and milk drinks, with substantial declines in the milk equivalent of cream, was noted for both the Niagara Frontier and Rochester, N. Y., areas. Higher utilization of milk and milk drinks was also apparent in the Middle Hudson, Syracuse and Binghamton, N. Y. areas. New Jersey skim milk and mixture sales per person increased but other items were generally down. More whole milk was used per person in Allegheny Co., Pa., but slightly less of the cream items. In Philadelphia, Pa., increased usage of skim milk almost made up for the decline in whole milk but cream items were somewhat lower.

### East North Central

The Akron-Stark Co., Cleveland and Northeastern Ohio areas, considering area mergers and changes, showed little change in consumption from 1955 to 1959. Declines in the utilization on a per person basis of whole milk and light and heavy cream were accompanied by an increase in fortified skim and sour cream in Columbus, Ohio. Decreases in consumption for all items except plain and fortified skim eggnog and sour cream were reported for Chicago, Ill. Yogurt came into the picture somewhat in recent years in Detroit, Mich. Whole milk, cream mixtures and sour cream usage in this market was up while that for light cream was down. Milwaukee, Wis., consumption increased since 1954 for whole milk, mixtures, eggnog, and sour cream. Most other item usage was down.

## West North Central

In Minneapolis, Minn., the major change from 1953 to 1959 in fluid sales per person was an increase in whole milk but buttermilk and light and heavy cream were down. Whole milk, skim items and cream mixtures were increasingly important in Sioux City, Iowa, but usage declined for buttermilk. Kansas City, Mo.-Kans., sales of whole milk, buttermilk, and light cream per person decreased but cream mixtures and sour cream increased for the period. In St. Louis, Mo., advances in whole milk, plain skim, eggnog, and sour cream consumption were accompanied by a downward usage of light and heavy cream. Whole milk, plain skim milk, eggnog, and sour cream sales per capita were higher in Sioux Falls-Mitchell, S. D., while light and heavy cream were lower for the period 1953-59. For the Omaha-Lincoln-Council Bluffs, Nebr.-Ia., area, higher per person usage of whole milk, plain and fortified skim, mixtures, eggnog, and sour cream were reported. Light and heavy cream consumption was lower. Consumer utilization of whole milk, buttermilk, and light and heavy cream were lower at the end of the decade in Wichita, Kans.; plain skim and cream mixtures were higher.

## South Atlantic

In Wilmington, Del., consumption from 1957 to 1959 was fairly stable but with some increases in plain skim, cream mixtures, and heavy cream and a reduction in flavored skim. An expansion in consumption of whole milk and chocolate milk in Baltimore, Md., was accompanied by a lowering in the milk equivalent of cream used. Whole milk utilization per person in Richmond, Va., advanced from 1950 to 1959 but cream usage diminished somewhat. Whole milk consumption declined from 1957 to 1959 in South Carolina, while other fluid usage was steady or higher. Southeastern Florida utilization per person increased from 1958 to 1959 for yogurt, plain skim, cream mixtures, eggnog, and sour cream.

## East South Central

There was some decline in the consumption of buttermilk in Louisville, Ky., since 1953. The four Tennessee markets for which data are available consumed sizable quantities of buttermilk. Whole milk consumption in Chattanooga was down from 1957 to 1959. Knoxville per capita consumption of all items has been fairly stable since 1956. Cream mixture sales per person in Memphis were higher but for light cream were lower for the period 1956-59. The Nashville whole and skim milk utilization per person was higher with some losses for other items from 1958 to 1959. Usage of whole milk, plain and fortified skim, cream mixtures, eggnog, and sour cream in Central Mississippi showed gains from 1957 to 1959.

## West South Central

From 1958 to 1959, per capita consumption of all fluid items except light and heavy cream increased in Central Arkansas. For the same period, usage was down in New Orleans, La. for about half the items but higher for the others. Important changes in per capita utilization in the Oklahoma Metropolitan area since 1952 were increases in whole milk and cream mixtures and a decline in light cream. Consumption of most fluid items in Austin-Waco, Tex., was fairly stable from 1956 to 1959. From 1956 to the end of the period, whole milk and buttermilk consumption declined somewhat in the Corpus Christi and North Texas markets. Consumption of whole milk increased but buttermilk decreased from 1953 to 1959 in San Antonio, Tex., with other products adding little to total utilization. Texas Panhandle whole milk sales per person were lower from 1956 to 1959.

## Mountain

For Central Arizona, 1957 to 1959 per person usage for all items was fairly stable.

## Pacific

Changes in consumption for the Inland Empire, Wash.-Ida., market from 1957 to 1959 were small for most items except whole milk which was 15 pounds per capita lower. Puget Sound data indicate a fairly stable consumption of most fluid items from 1952 to 1959, except light cream. The per capita rate for this item for 1959 was about one-third that of the earliest year. For California, whole milk consumption was fairly stable for most of the decade. Plain skim items and sour cream increased, but most other item usage was lower.

Table 1.--Estimated annual average populations using purchased milk in selected marketing areas, 1950-59

| Marketing area | 1950 | 1951 | 1952 | 1953 | 1954 | 1955 | 1956 | 1957 | 1958 | 1959 | 1959 as % of 1950 a |
|---|---|---|---|---|---|---|---|---|---|---|---|
| NEW ENGLAND: | Thous. | Thous. | Thous. | Thous. | Thous. | Thous. | Thous. | Thous. | Thous. | Thous. | Pct. |
| Boston, Mass. | 2,172 | 2,165 | 2,175 | 2,180 | 2,190 | 2,195 | 2,200 | b2,270 | b2,610 | 2,615 | - |
| Merrimack Valley, Mass. | 267 | b278 | 322 | 328 | 330 | 333 | 336 | 338 | - | - | - |
| Springfield, Mass. | 393 | 392 | 398 | 406 | 415 | 425 | 430 | 440 | 445 | 450 | 115 |
| Worcester, Mass. | 290 | b285 | 282 | 283 | 284 | 285 | 286 | 287 | 288 | 289 | - |
| Fall River, Mass. | 126 | 126 | 126 | 125 | 125 | 125 | 124 | 124 | 123 | - | 98 |
| Rhode Island. | 771 | 770 | 791 | 809 | 813 | 821 | 841 | - | - | - | 109 |
| Southeastern New Eng. | - | - | - | - | - | - | - | - | - | 1,545 | - |
| Connecticut. | 1,990 | 1,970 | 2,010 | 2,100 | 2,170 | 2,190 | 2,210 | 2,270 | 2,370 | 2,470 | 124 |
| MIDDLE ATLANTIC: | | | | | | | | | | | |
| New York Metropolitan. | 9,399 | 9,572 | 9,657 | 9,792 | 9,969 | 10,104 | 10,180 | 10,259 | 10,314 | 10,369 | 110 |
| Niagara Frontier, N.Y. | 1,060 | 1,080 | 1,110 | 1,120 | 1,140 | 1,160 | 1,180 | 1,200 | 1,220 | 1,250 | 118 |
| Rochester, N. Y. | 470 | 480 | 490 | 500 | 510 | 520 | 530 | 540 | 545 | 555 | 118 |
| Middle Hudson, N. Y. | 380 | 390 | 400 | 415 | 425 | 435 | 445 | - | - | - | 117 |
| Syracuse, N. Y. | 318 | 322 | 328 | 336 | 344 | 354 | 363 | - | - | - | 114 |
| Binghamton, N. Y. | 169 | 172 | 174 | 176 | 179 | 181 | 184 | - | - | - | 109 |
| New Jersey. | 4,800 | 4,920 | 5,000 | 5,090 | 5,200 | 5,320 | 5,480 | 5,580 | 5,740 | 5,930 | 124 |
| Allegheny Co.(Pitt.)Pa. | 1,515 | 1,525 | 1,535 | 1,545 | 1,555 | 1,570 | 1,570 | 1,580 | 1,590 | 1,620 | 107 |
| Philadelphia, Pa. | 2,600 | 2,590 | 2,610 | 2,630 | 2,660 | 2,670 | 2,680 | 2,700 | b2,910 | 2,930 | - |
| EAST NORTH CENTRAL: | | | | | | | | | | | |
| Akron-Stark Co., Ohio. | - | - | - | - | - | 810 | 830 | 850 | 870 | - | 107 |
| Cleveland, Ohio. | - | - | - | - | - | - | - | 1,900 | 1,950 | - | 103 |
| Northeastern Ohio. | - | - | - | - | - | - | - | - | - | 2,880 | - |
| Cincinnati, Ohio. | - | - | - | - | - | - | - | 825 | 840 | b1,185 | - |
| Columbus, Ohio. | - | - | - | - | - | - | - | 530 | 540 | b 800 | - |
| Dayton-Springfield,Ohio | - | - | - | - | - | - | - | - | 585 | 600 | 103 |
| Toledo, Ohio. | - | - | - | - | - | - | - | - | 620 | 630 | 102 |
| Ft. Wayne, Ind. | - | - | - | - | - | - | - | 154 | 157 | 160 | 104 |
| South Bend-LaPorte-Elk,Ind. | - | - | - | - | - | - | - | - | - | 425 | - |
| Chicago, Ill. | - | 5,380 | 5,480 | 5,570 | 5,680 | 5,790 | 5,970 | 6,060 | 6,270 | 6,380 | 119 |
| Detroit, Mich. | - | - | 3,240 | 3,320 | 3,390 | 3,470 | 3,540 | 3,650 | 3,720 | 3,800 | 117 |
| Michigan Upper Peninsula | - | - | - | - | - | - | - | - | - | 280 | - |
| Northeastern Wisconsin | - | - | - | - | - | - | - | - | - | 860 | - |
| Milwaukee, Wis. | - | - | - | - | 1,010 | 1,040 | 1,060 | 1,075 | 1,090 | 1,105 | 109 |
| WEST NORTH CENTRAL: | | | | | | | | | | | |
| Minneapolis-St.Paul,Minn. | - | - | - | 1,085 | 1,115 | 1,150 | 1,180 | 1,195 | 1,210 | 1,230 | 113 |
| Des Moines, Iowa. | - | - | - | - | - | - | - | - | - | 615 | - |
| Quad Cities, Ill.-Ia. | - | - | - | - | - | - | - | 268 | 272 | 276 | 103 |
| Sioux City, Iowa. | - | 96 | 97 | 97 | 98 | 99 | 100 | 101 | 102 | 103 | 107 |
| Kansas City, Mo.-Kans. | 825 | 840 | 860 | 880 | 900 | 920 | 940 | - | b1,435 | 1,470 | - |
| St. Louis, Mo. | - | - | 1,480 | 1,510 | 1,545 | 1,570 | 1,590 | 1,610 | 1,620 | 1,630 | 110 |
| Ozarks, Mo.-Ark. | - | - | - | - | - | - | - | - | - | 355 | - |
| Black Hills, S. D. | - | - | - | - | - | - | - | - | - | 98 | - |
| Sioux Falls-Mitchell,S.D. | - | - | - | 71 | 73 | 75 | 76 | 76 | 77 | 78 | 110 |
| Omaha-Lin.-C.B.,Neb.-Ia. | 335 | 345 | 350 | b465 | 475 | 490 | 495 | 500 | 515 | 540 | - |
| Wichita, Kans. | - | 220 | 230 | 240 | 250 | 260 | 270 | 285 | 295 | b460 | - |
| SOUTH ATLANTIC: | | | | | | | | | | | |
| Wilmington, Del. | - | - | - | - | - | - | - | 270 | 278 | 288 | 107 |
| Baltimore, Md. | 950 | 949 | 948 | 947 | 946 | 944 | 943 | 942 | 941 | 940 | 99 |
| Richmond, Va. | 360 | 370 | 380 | 390 | 400 | 410 | 420 | - | - | - | 117 |
| Virginia. | - | - | - | - | - | - | - | 3,442 | 3,503 | - | 102 |
| Richmond, Va. | - | - | - | - | - | - | - | - | - | 450 | - |
| Appalachian,Va.-W.Va.-T. | - | - | - | - | - | - | 337 | 340 | 343 | 347 | 103 |
| Bluefield, W. Va. | - | - | - | - | - | - | - | 190 | 185 | 185 | 97 |
| Clarksburg, W. Va. | - | - | - | - | - | - | - | 236 | 235 | 234 | 99 |
| Wheeling, W. Va. | - | - | - | - | - | - | - | 405 | 407 | 410 | 101 |
| North Carolina. | - | - | - | - | - | - | - | - | - | 4,040 | - |
| South Carolina. | - | - | - | - | - | - | - | 2,090 | 2,140 | 2,200 | 105 |
| Southeastern Florida. | - | - | - | - | - | - | - | - | 1,400 | 1,480 | 106 |
| EAST SOUTH CENTRAL: | | | | | | | | | | | |
| Louisville, Ky.-Ind. | - | - | - | 625 | 640 | 660 | 675 | 690 | 710 | 725 | 116 |
| Paducah, Ky. | - | - | - | - | - | - | - | - | 120 | 125 | 104 |
| Chattanooga, Tenn. | - | - | - | - | - | - | - | 280 | 287 | 294 | 105 |
| Knoxville, Tenn. | - | - | - | - | - | - | 270 | 274 | 277 | 280 | 104 |
| Memphis, Tenn. | - | - | - | - | - | - | 610 | 625 | 640 | 660 | 108 |

Table 1.--Estimated annual average populations using purchased milk in selected marketing areas, 1950-59--Continued

| Marketing area | 1950 | 1951 | 1952 | 1953 | 1954 | 1955 | 1956 | 1957 | 1958 | 1959 | 1959 as % of 1950 [a] |
|---|---|---|---|---|---|---|---|---|---|---|---|
| EAST SOUTH CEN.: (Cont.) | Thous. | Thous. | Thous. | Thous. | Thous. | Thous. | Thous. | Thous. | Thous. | Thous. | Pct. |
| Nashville, Tenn..... | - | - | - | - | - | - | - | - | 435 | 445 | 102 |
| Central Mississippi.... | - | - | - | - | - | - | - | 730 | 740 | 755 | 103 |
| Mississippi Delta..... | - | - | - | - | - | - | - | - | - | 550 | - |
| Mississippi Gulf Coast. | - | - | - | - | - | - | - | - | - | 228 | - |
| WEST SOUTH CENTRAL: | | | | | | | | | | | |
| Central Arkansas..... | - | - | - | - | - | - | - | - | 555 | 565 | 102 |
| New Orleans, La..... | - | - | - | - | - | - | - | - | 990 | 1,010 | 102 |
| Northern Louisiana..... | - | - | - | - | - | - | - | - | - | 535 | - |
| Oklahoma Metropolitan.. | - | - | 760 | 780 | 800 | 840 | 880 | b930 | 950 | 980 | - |
| Red River Val.,Okla.-Tex. | - | - | - | - | - | - | - | - | - | 420 | - |
| Austin-Waco, Tex..... | - | - | - | - | - | - | 590 | 600 | 620 | 635 | 108 |
| Central West Texas..... | - | - | - | - | - | - | - | - | - | 455 | - |
| Corpus Christi, Tex.... | - | - | - | - | - | - | 310 | 315 | b665 | 680 | - |
| North Texas..... | - | - | - | - | - | - | 1,690 | 1,750 | 1,800 | 1,860 | 110 |
| San Antonio, Tex..... | - | - | - | 560 | 575 | 595 | 605 | 620 | 640 | 670 | 120 |
| Texas Panhandle..... | - | - | - | - | - | - | 265 | 275 | 285 | b340 | - |
| MOUNTAIN: | | | | | | | | | | | |
| Colo.Springs-Pueblo,Colo. | - | - | - | - | - | - | - | - | - | 260 | - |
| Western Colorado..... | - | - | - | - | - | - | - | - | - | 78 | - |
| Central Arizona..... | - | - | - | - | - | - | - | 970 | 1,020 | 1,070 | 110 |
| PACIFIC: | | | | | | | | | | | |
| Inland Empire,Wash.-Ida. | - | - | - | - | - | - | - | 330 | 337 | 345 | 105 |
| Puget Sound, Wash..... | - | - | 1,350 | 1,375 | 1,415 | 1,470 | 1,510 | 1,540 | 1,570 | 1,610 | 119 |
| California.....10,450 | | 10,950 | 11,600 | 12,100 | 12,600 | 13,000 | 13,600 | 14,100 | 14,650 | 15,250 | 146 |

a. Where all years are not shown in the table, the calculated percentages are for the latest year shown as a percent of the earliest year. No percentage appears where there has been a change in the marketing area.

b. The sales data for this year are for a different marketing area than for the previous year.

Table 2.--Whole and skim milk products: Annual per capita consumption and changes in sales and population in selected marketing areas, 1950-59[a]

| Marketing area | Per capita consumption | | | | | | | | | | 1959 as % of 1950[b] | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1950 | 1951 | 1952 | 1953 | 1954 | 1955 | 1956 | 1957 | 1958 | 1959 | Sales | Population |
| | Lbs. | Lbs. | Lbs. | Lbs. | Lbs. | Lbs. | Lbs. | Lbs. | Lbs. | Lbs. | Pct. | Pct. |
| NEW ENGLAND: | | | | | | | | | | | | |
| Boston, Mass. | 322 | 322 | 326 | 326 | 328 | 339 | 344 | 351 | 347 | 345 | - | - |
| Merrimack Valley, Mass. | 300 | 339 | 299 | 299 | 298 | 311 | 326 | 330 | - | - | - | - |
| Springfield, Mass. | 346 | 354 | 358 | 358 | 354 | 365 | 379 | 383 | 372 | 370 | 107 | 115 |
| Worcester, Mass. | 344 | 342 | 353 | 359 | 360 | 373 | 383 | 385 | 377 | 381 | - | - |
| Fall River, Mass. | 334 | 336 | 337 | 343 | 338 | 346 | 356 | 358 | 354 | - | 106 | 98 |
| Rhode Island | 298 | 306 | 309 | 300 | 299 | 305 | 303 | - | - | - | 102 | 109 |
| Southeastern New England | - | - | - | - | - | - | - | - | - | 341 | - | - |
| Connecticut | 324 | 336 | 343 | 336 | 332 | 346 | 358 | 357 | 336 | 330 | 102 | 124 |
| MIDDLE ATLANTIC: | | | | | | | | | | | | |
| New York Metropolitan | - | - | - | - | - | - | - | - | 321 | 322 | 100 | 110 |
| Niagara Frontier, N.Y. | 287 | 293 | 295 | 301 | 302 | 315 | 321 | 317 | 306 | 314 | 109 | 118 |
| Rochester, N. Y. | 296 | 295 | 295 | 295 | 300 | 304 | 310 | 308 | 325 | 323 | 109 | 118 |
| Middle Hudson, N.Y. | 292 | 291 | 294 | 300 | 299 | 301 | 298 | - | - | - | 102 | 117 |
| Syracuse, N.Y. | 304 | 317 | 323 | 325 | 321 | 330 | 332 | - | - | - | 109 | 114 |
| Binghamton, N.Y. | 338 | 342 | 345 | 343 | 345 | 353 | 361 | - | - | - | 107 | 109 |
| New Jersey | 306 | 307 | 312 | 315 | 317 | 324 | 327 | 328 | 317 | 316 | 103 | 124 |
| Philadelphia, Pa. | 282 | 285 | 284 | 284 | 284 | 288 | 287 | 286 | 279 | 280 | - | - |
| EAST NORTH CENTRAL: | | | | | | | | | | | | |
| Akron-Stark Co., Ohio | - | - | - | - | - | 350 | 357 | 359 | 346 | - | 99 | 107 |
| Cleveland, Ohio | - | - | - | - | - | - | - | 365 | 355 | - | 97 | 103 |
| Northeastern Ohio | - | - | - | - | - | - | - | - | - | 349 | - | - |
| Cincinnati, Ohio | - | - | - | - | - | - | - | 296 | 292 | 289 | - | - |
| Columbus, Ohio | - | - | - | - | - | - | - | 398 | 391 | 325 | - | - |
| Dayton-Springfield,Ohio. | - | - | - | - | - | - | - | - | 395 | 404 | 102 | 103 |
| Toledo, Ohio | - | - | - | - | - | - | - | - | 313 | 313 | 100 | 102 |
| Ft. Wayne, Ind. | - | - | - | - | - | - | - | 321 | 316 | 315 | 98 | 104 |
| South Bend, Ind. | - | - | - | - | - | - | - | - | - | 318 | - | - |
| Chicago, Ill. | - | 321 | 322 | 313 | 321 | 328 | 332 | 331 | 318 | 317 | 99 | 119 |
| Detroit, Mich. | - | - | 322 | 334 | 334 | 350 | 346 | 339 | 331 | 327 | 102 | 117 |
| Michigan Upper Peninsula | - | - | - | - | - | - | - | - | - | 341 | - | - |
| Northeastern Wisconsin | - | - | - | - | - | - | - | - | - | 330 | - | - |
| Milwaukee, Wis. | - | - | - | - | 302 | 313 | 322 | 326 | 322 | 325 | 108 | 109 |
| WEST NORTH CENTRAL: | | | | | | | | | | | | |
| Minneapolis-St.Paul,Minn. | - | - | - | 357 | 366 | 376 | 379 | 380 | 382 | 390 | 109 | 113 |
| Des Moines, Iowa | - | - | - | - | - | - | - | - | - | 308 | - | - |
| Quad Cities, Ill.-Iowa | - | - | - | - | - | - | - | 339 | 340 | 345 | 102 | 103 |
| Sioux City, Iowa | - | 291 | 297 | 306 | 317 | 334 | 333 | 321 | 323 | 328 | 113 | 107 |
| Kansas City, Mo.-Kans. | 275 | 276 | 282 | 295 | 311 | 312 | 316 | - | 273 | 271 | - | - |
| St. Louis, Mo. | - | - | 251 | 256 | 258 | 271 | 276 | 280 | 279 | 277 | 110 | 110 |
| Ozarks, Mo.-Ark. | - | - | - | - | - | - | - | - | - | 295 | - | - |
| Black Hills, S.D. | - | - | - | - | - | - | - | - | - | 303 | - | - |
| Sioux Falls-Mitchell,S.D. | - | - | - | 306 | 322 | 351 | 357 | 360 | 366 | 378 | 124 | 110 |
| Omaha-Lin.-C.B.,Neb.-Ia. | 285 | 287 | 289 | 297 | 307 | 319 | 326 | 322 | 322 | 322 | - | - |
| Wichita, Kans. | - | 311 | 330 | 341 | 351 | 360 | 352 | 342 | 326 | 278 | - | - |
| SOUTH ATLANTIC: | | | | | | | | | | | | |
| Wilmington, Del. | - | - | - | - | - | - | - | 322 | 322 | 321 | 100 | 107 |
| Baltimore, Md. | 260 | 263 | 267 | 267 | 269 | 281 | 292 | 293 | 291 | 279 | 107 | 99 |
| Richmond, Va. | 191 | - | 198 | 193 | 188 | 191 | 200 | - | - | - | 105 | 117 |
| Virginia | - | - | - | - | - | - | - | 217 | 214 | - | 99 | 102 |
| Richmond, Va. | - | - | - | - | - | - | - | - | - | 195 | - | - |
| Appalachian,Va.-W.Va.-T. | - | - | - | - | - | - | 193 | 195 | 204 | 210 | 109 | 103 |
| Bluefield, W. Va. | - | - | - | - | - | - | - | 160 | 162 | 162 | 101 | 97 |
| Clarksburg, W. Va. | - | - | - | - | - | - | - | 248 | 255 | 270 | 109 | 99 |
| Wheeling, W. Va. | - | - | - | - | - | - | - | 293 | 293 | 299 | 102 | 101 |
| North Carolina | - | - | - | - | - | - | - | - | - | 188 | - | - |
| South Carolina | - | - | - | - | - | - | - | 174 | 169 | 168 | 97 | 105 |
| Southeastern Florida | - | - | - | - | - | - | - | - | 273 | 267 | 98 | 106 |
| EAST SOUTH CENTRAL: | | | | | | | | | | | | |
| Louisville, Ky.-Ind. | - | - | - | 306 | 313 | 328 | 337 | 336 | 326 | 333 | 109 | 116 |
| Paducah, Ky. | - | - | - | - | - | - | - | - | 268 | 269 | 100 | 104 |
| Chattanooga, Tenn. | - | - | - | - | - | - | - | 311 | 300 | 299 | 96 | 105 |
| Knoxville, Tenn. | - | - | - | - | - | - | 328 | 316 | 313 | 322 | 98 | 104 |

Table 2.--Whole and skim milk products: Annual per capita consumption and changes in sales and population in selected marketing areas, 1950-59--Continued a

| Marketing area | Per capita consumption | | | | | | | | | | 1959 as % of 1950 b | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1950 | 1951 | 1952 | 1953 | 1954 | 1955 | 1956 | 1957 | 1958 | 1959 | Sales | Population |
| EAST SOUTH CENTRAL:(Cont.) | Lbs. | Lbs. | Lbs. | Lbs. | Lbs. | Lbs. | Lbs. | Lbs. | Lbs. | Lbs. | Pct. | Pct. |
| Memphis, Tenn..... | - | - | - | - | - | - | 248 | 235 | 225 | 229 | 92 | 108 |
| Nashville, Tenn..... | - | - | - | - | - | - | - | - | 278 | 284 | 102 | 102 |
| Central Mississippi.... | - | - | - | - | - | - | - | 163 | 167 | 176 | 108 | 103 |
| Mississippi Delta..... | - | - | - | - | - | - | - | - | - | 134 | - | - |
| Mississippi Gulf Coast. | - | - | - | - | - | - | - | - | - | 254 | - | - |
| WEST SOUTH CENTRAL: | | | | | | | | | | | | |
| Central Arkansas..... | - | - | - | - | - | - | - | - | 211 | 221 | 105 | 102 |
| New Orleans, La..... | - | - | - | - | - | - | - | - | 228 | 227 | 100 | 102 |
| Northern Louisiana..... | - | - | - | - | - | - | - | - | - | 196 | - | - |
| Oklahoma Metropolitan.. | - | - | 273 | 276 | 283 | 287 | 294 | 293 | 308 | 306 | - | - |
| Red River Val.,Okla.-Tex. | - | - | - | - | - | - | - | - | - | 297 | - | - |
| Austin-Waco, Tex..... | - | - | - | - | - | - | 245 | 238 | 240 | 245 | 100 | 108 |
| Central West Texas..... | - | - | - | - | - | - | - | - | - | 350 | - | - |
| Corpus Christi, Tex.... | - | - | - | - | - | - | 248 | 250 | 204 | 204 | - | - |
| North Texas..... | - | - | - | - | - | - | 274 | 277 | 270 | 264 | 96 | 110 |
| San Antonio, Tex..... | - | - | - | 228 | 240 | 242 | 246 | 259 | 255 | 255 | 112 | 120 |
| Texas Panhandle..... | - | - | - | - | - | - | 282 | 287 | 281 | 266 | - | - |
| MOUNTAIN: | | | | | | | | | | | | |
| Colo.Springs-Pueblo,Colo. | - | - | - | - | - | - | - | - | - | 282 | - | - |
| Western Colorado..... | - | - | - | - | - | - | - | - | - | 263 | - | - |
| Central Arizona..... | - | - | - | - | - | - | - | 277 | 281 | 286 | 103 | 110 |
| PACIFIC: | | | | | | | | | | | | |
| Inland Empire,Wash.-Ida. | - | - | - | - | - | - | - | 293 | 285 | 280 | 96 | 105 |
| Puget Sound, Wash..... | - | - | 296 | 298 | 303 | 305 | 310 | 311 | 305 | 303 | 102 | 119 |
| California..... | 295 | 301 | 303 | 302 | 297 | 308 | 318 | 321 | 314 | 310 | 105 | 146 |

a. Product quantities include all grades of whole and skim products shown in table 5 sold within the market area.

b. Where all years are not shown in the table, the calculated percentages are for the latest year as a percentage of the earliest year. No percentage appears where there has been a change in the marketing area.

Table 3.--Milk equivalent of fluid cream products: Annual per capita consumption and changes in sales and population in selected marketing areas, 1950-59 a

| Marketing area | Per capita consumption | | | | | | | | | | 1959 as % of 1950 b | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1950 | 1951 | 1952 | 1953 | 1954 | 1955 | 1956 | 1957 | 1958 | 1959 | Sales | Population |
| NEW ENGLAND: | Lbs. | Lbs. | Lbs. | Lbs. | Lbs. | Lbs. | Lbs. | Lbs. | Lbs. | Lbs. | Pct. | Pct. |
| Boston, Mass. | 92 | 89 | 86 | 86 | 83 | 85 | 85 | 84 | 78 | 78 | - | - |
| Merrimack Valley, Mass. | 49 | 54 | 48 | 46 | 44 | 42 | 50 | 50 | - | - | - | - |
| Springfield, Mass. | 57 | 55 | 54 | 53 | 55 | 55 | 59 | 60 | 62 | 62 | 109 | 115 |
| Worcester, Mass. | 66 | 67 | 66 | 67 | 65 | 64 | 63 | 65 | 61 | 63 | 95 | 100 |
| Fall River, Mass. | 53 | 52 | 49 | 50 | 47 | 48 | 52 | 52 | 54 | - | 102 | 98 |
| Rhode Island | 46 | 46 | 43 | 39 | 41 | 47 | 47 | - | - | - | 102 | 109 |
| Connecticut | 56 | 57 | 55 | 54 | 52 | 54 | 55 | 54 | 52 | 56 | 100 | 124 |
| MIDDLE ATLANTIC: | | | | | | | | | | | | |
| New York Metropolitan | 84 | 82 | 79 | 77 | 75 | 73 | 73 | 72 | 68 | 64 | 76 | 110 |
| Niagara Frontier, N. Y. | 40 | 40 | 39 | 39 | 37 | 37 | 37 | 35 | 32 | 28 | 70 | 118 |
| Rochester, N. Y. | 36 | 35 | 33 | 33 | 32 | 32 | 32 | 32 | 31 | 30 | 83 | 118 |
| Middle Hudson, N. Y. | 46 | 45 | 43 | 44 | 45 | 46 | 48 | - | - | - | 104 | 117 |
| Syracuse, N. Y. | 52 | 53 | 56 | 56 | 53 | 54 | 54 | - | - | - | 104 | 114 |
| Binghamton, N. Y. | 60 | 59 | 59 | 57 | 58 | 60 | 55 | - | - | - | 92 | 109 |
| New Jersey | 53 | 54 | 52 | 55 | 54 | 52 | 49 | 47 | 44 | 43 | 81 | 124 |
| Philadelphia, Pa. | 40 | 39 | 39 | 39 | 37 | 37 | 37 | 36 | 33 | 33 | - | - |
| EAST NORTH CENTRAL: | | | | | | | | | | | | |
| Akron-Stark Co., Ohio | - | - | - | - | - | 34 | 34 | 34 | 32 | - | 94 | 107 |
| Cleveland, Ohio | - | - | - | - | - | - | - | 48 | 45 | - | 94 | 103 |
| Northeastern Ohio | - | - | - | - | - | - | - | - | - | 40 | - | - |
| Cincinnati, Ohio | - | - | - | - | - | - | - | 28 | 28 | 25 | - | - |
| Columbus, Ohio | - | - | - | - | - | - | - | 43 | 43 | 33 | - | - |
| Dayton-Springfield, Ohio. | - | - | - | - | - | - | - | - | 37 | 38 | 103 | 103 |
| Toledo, Ohio | - | - | - | - | - | - | - | - | 40 | 39 | 98 | 102 |
| Ft. Wayne, Ind. | - | - | - | - | - | - | - | 36 | 34 | 34 | 94 | 104 |
| South Bend-LaPorte-Elk., Ind. | - | - | - | - | - | - | - | - | - | 34 | - | - |
| Chicago, Ill. | - | 81 | 75 | 71 | 67 | 67 | 68 | 66 | 62 | 60 | 74 | 119 |
| Detroit, Mich. | - | - | 58 | 58 | 54 | 54 | 52 | 49 | 45 | 44 | 76 | 117 |
| Michigan Upper Peninsula. | - | - | - | - | - | - | - | - | - | 40 | - | - |
| Northeastern Wisconsin | - | - | - | - | - | - | - | - | - | 44 | - | - |
| Milwaukee, Wis. | - | - | - | - | 45 | 46 | 46 | 47 | 46 | 45 | 100 | 109 |
| WEST NORTH CENTRAL: | | | | | | | | | | | | |
| Minneapolis-St.Paul, Minn. | - | - | - | 89 | 84 | 81 | 78 | 74 | 72 | 70 | 79 | 113 |
| Des Moines, Iowa | - | - | - | - | - | - | - | - | - | 46 | - | - |
| Quad Cities, Ill.-Ia. | - | - | - | - | - | - | - | 51 | 49 | 50 | 98 | 103 |
| Sioux City, Iowa | - | 73 | 69 | 66 | 62 | 59 | 55 | 51 | 50 | 47 | 64 | 107 |
| Kansas City, Mo.-Kans. | 43 | 39 | 37 | 35 | 33 | 33 | 34 | - | 28 | 29 | - | - |
| St. Louis, Mo. | - | - | 33 | 32 | 31 | 31 | 30 | 29 | 28 | 29 | 88 | 110 |
| Ozarks, Mo.-Ark. | - | - | - | - | - | - | - | - | - | 20 | - | - |
| Black Hills, S. D. | - | - | - | - | - | - | - | - | - | 38 | - | - |
| Sioux Falls-Mitchell, S.D. | - | - | - | 67 | 66 | 67 | 65 | 64 | 63 | 60 | 90 | 110 |
| Omaha-Lin.-C.B., Nebr.-Ia. | 70 | 65 | 59 | 59 | 56 | 56 | 55 | 52 | 51 | 48 | - | - |
| Wichita, Kans. | - | 56 | 55 | 51 | 45 | 44 | 42 | 39 | 34 | 28 | - | - |
| SOUTH ATLANTIC: | | | | | | | | | | | | |
| Wilmington, Del. | - | - | - | - | - | - | - | 30 | 31 | 30 | 100 | 107 |
| Baltimore, Md. | 32 | 31 | 28 | 28 | 28 | 27 | 26 | 27 | 26 | 23 | 72 | 99 |
| Richmond, Va. | 18 | 17 | 16 | 17 | 16 | 15 | 16 | - | - | - | 89 | 117 |
| Virginia | - | - | - | - | - | - | - | 11 | 14 | - | 127 | 102 |
| Richmond, Va. | - | - | - | - | - | - | - | - | - | 14 | - | - |
| Appalachian, Va.-W.Va.-T. | - | - | - | - | - | - | 6 | 7 | 7 | 7 | 117 | 103 |
| Bluefield, W. Va. | - | - | - | - | - | - | - | 4 | 4 | 5 | 125 | 97 |
| Clarksburg, W. Va. | - | - | - | - | - | - | - | 13 | 13 | 13 | 100 | 99 |
| Wheeling, W. Va. | - | - | - | - | - | - | - | 17 | 17 | 18 | 106 | 101 |
| North Carolina | - | - | - | - | - | - | - | - | - | 9 | - | - |
| South Carolina | - | - | - | - | - | - | - | 6 | 6 | 6 | 100 | 105 |
| Southeastern Florida | - | - | - | - | - | - | - | - | 46 | 45 | 98 | 106 |
| EAST SOUTH CENTRAL: | | | | | | | | | | | | |
| Louisville, Ky.-Ind. | - | - | - | 23 | 22 | 23 | 23 | 23 | 22 | 23 | 100 | 116 |
| Paducah, Ky. | - | - | - | - | - | - | - | - | 11 | 12 | 109 | 104 |
| Chattanooga, Tenn. | - | - | - | - | - | - | - | 15 | 14 | 14 | 93 | 105 |
| Knoxville, Tenn. | - | - | - | - | - | - | 16 | 16 | 16 | 17 | 106 | 104 |
| Memphis, Tenn. | - | - | - | - | - | - | 20 | 19 | 19 | 20 | 100 | 108 |

Table 3.--Milk equivalent of fluid cream products: Annual per capita consumption and changes in sales and population in selected marketing areas, 1950-59--Continued [a]

| Marketing area | Per capita consumption | | | | | | | | | | 1959 as % of 1950 [b] | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1950 | 1951 | 1952 | 1953 | 1954 | 1955 | 1956 | 1957 | 1958 | 1959 | Sales | Population |
| EAST SOUTH CEN.: (Cont.) | Lbs. | Lbs. | Lbs. | Lbs. | Lbs. | Lbs. | Lbs. | Lbs. | Lbs. | Lbs. | Pct. | Pct. |
| Nashville, Tenn..... | - | - | - | - | - | - | - | - | 17 | 17 | 100 | 102 |
| Central Mississippi..... | - | - | - | - | - | - | - | 10 | 11 | 11 | 110 | 103 |
| Mississippi Delta..... | - | - | - | - | - | - | - | - | - | 6 | - | - |
| Mississippi Gulf Coast.. | - | - | - | - | - | - | - | - | - | 16 | - | - |
| WEST SOUTH CENTRAL: | | | | | | | | | | | | |
| Central Arkansas..... | - | - | - | - | - | - | - | - | 15 | 16 | 107 | 102 |
| New Orleans, La..... | - | - | - | - | - | - | - | - | 15 | 15 | 100 | 102 |
| Northern Louisiana..... | - | - | - | - | - | - | - | - | - | 11 | - | - |
| Oklahoma Metropolitan... | - | - | 30 | 31 | 29 | 29 | 29 | 28 | 29 | 29 | - | - |
| Red River Val.,Okla.-Tex. | - | - | - | - | - | - | - | - | - | 18 | - | - |
| Austin-Waco, Tex..... | - | - | - | - | - | - | 22 | 21 | 21 | 21 | 95 | 108 |
| Central West Texas..... | - | - | - | - | - | - | - | - | - | 27 | - | - |
| Corpus Christi, Tex..... | - | - | - | - | - | - | 19 | 18 | 13 | 13 | - | - |
| North Texas..... | - | - | - | - | - | - | 28 | 28 | 28 | 28 | 100 | 110 |
| San Antonio, Tex..... | - | - | - | 23 | 23 | 24 | 24 | 23 | 23 | 22 | 96 | 120 |
| Texas Panhandle..... | - | - | - | - | - | - | 25 | 23 | 23 | 21 | - | - |
| MOUNTAIN: | | | | | | | | | | | | |
| Colo.Springs-Pueblo,Colo. | - | - | - | - | - | - | - | - | - | 34 | - | - |
| Western Colorado..... | - | - | - | - | - | - | - | - | - | 35 | - | - |
| Central Arizona..... | - | - | - | - | - | - | - | 25 | 25 | 26 | 104 | 110 |
| PACIFIC: | | | | | | | | | | | | |
| Inland Empire,Wash.-Ida. | - | - | - | - | - | - | - | 46 | 42 | 41 | 89 | 105 |
| Puget Sound, Wash..... | - | - | 50 | 50 | 49 | 50 | 48 | 48 | 47 | 48 | 96 | 119 |
| California..... | 60 | 56 | 53 | 52 | 50 | 50 | 49 | 48 | 45 | 44 | 73 | 146 |

a. The quantity of producer milk at average test required to supply the milkfat contained in all products shown in table 5.

b. Where all years are not shown in the table, the calculated percentages are for the latest year as a percent of the earliest year. No percentage appears where there has been a change in the marketing area.

Table 4.--Milk equivalent of all fluid products: Annual per capita consumption and changes in sales and population in selected marketing areas, 1950-59 a

| Marketing area | Per capita consumption | | | | | | | | | | 1959 as % of 1950 b | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1950 | 1951 | 1952 | 1953 | 1954 | 1955 | 1956 | 1957 | 1958 | 1959 | Sales | Population |
| NEW ENGLAND: | Lbs. | Lbs. | Lbs. | Lbs. | Lbs. | Lbs. | Lbs. | Lbs. | Lbs. | Lbs. | Pct. | Pct. |
| Boston, Mass. | 399 | 396 | 396 | 395 | 394 | 410 | 411 | 416 | 405 | 401 | - | - |
| Merrimack Valley, Mass. | 340 | 384 | 339 | 338 | 335 | 346 | 367 | 369 | - | - | - | - |
| Springfield, Mass. | 388 | 388 | 389 | 388 | 385 | 397 | 413 | 419 | 408 | 402 | 104 | 115 |
| Worcester, Mass. | 405 | 405 | 413 | 419 | 414 | 426 | 432 | 437 | 423 | 424 | - | - |
| Fall River, Mass. | 394 | 395 | 396 | 396 | 377 | 384 | 407 | 406 | 403 | - | 102 | 98 |
| Rhode Island c. | 357 | 366 | 363 | 348 | 350 | 362 | 359 | - | - | - | 101 | 109 |
| Connecticut. | 369 | 379 | 384 | 376 | 371 | 385 | 397 | 400 | 377 | 373 | 101 | 124 |
| MIDDLE ATLANTIC: | | | | | | | | | | | | |
| Niagara Frontier, N. Y. c | 327 | 333 | 334 | 340 | 339 | 352 | 358 | 352 | 338 | 332 | 102 | 118 |
| Rochester, N. Y. c. | 332 | 330 | 328 | 328 | 332 | 336 | 342 | 340 | 333 | 329 | 99 | 118 |
| Middle Hudson, N. Y. c. | 338 | 336 | 337 | 344 | 344 | 347 | 346 | - | - | - | 102 | 117 |
| Syracuse, N. Y. c. | 356 | 370 | 379 | 381 | 374 | 384 | 386 | - | - | - | 108 | 114 |
| Binghamton, N. Y. c. | 398 | 401 | 404 | 400 | 403 | 413 | 416 | - | - | - | 105 | 109 |
| New Jersey. | 351 | 352 | 356 | 358 | 362 | 361 | 366 | 365 | 351 | 348 | 99 | 124 |
| Philadelphia, Pa. | 311 | 304 | 310 | 309 | 308 | 309 | 307 | 310 | 282 | 299 | - | - |
| EAST NORTH CENTRAL: | | | | | | | | | | | | |
| Akron-Stark Co., Ohio. | - | - | - | - | - | 360 | 366 | 369 | 352 | - | 98 | 107 |
| Cleveland, Ohio. | - | - | - | - | - | - | - | 384 | 371 | - | 97 | 103 |
| Northeastern Ohio. | - | - | - | - | - | - | - | - | - | 358 | - | - |
| Cincinnati, Ohio. | - | - | - | - | - | - | - | 288 | 282 | 282 | - | - |
| Columbus, Ohio. | - | - | - | - | - | - | - | 401 | 388 | 319 | - | - |
| Dayton-Springfield, Ohio. | - | - | - | - | - | - | - | - | 387 | 395 | 102 | 103 |
| Toledo, Ohio. | - | - | - | - | - | - | - | - | 328 | 327 | 100 | 102 |
| Ft. Wayne, Ind. | - | - | - | - | - | - | - | 322 | 314 | 314 | 98 | 104 |
| South Bend-LaPorte-Elk., Ind. | - | - | - | - | - | - | - | - | - | 316 | - | - |
| Chicago, Ill. | - | 380 | 374 | 360 | 363 | 370 | 378 | 375 | 361 | 353 | 93 | 119 |
| Detroit, Mich. | - | - | 362 | 374 | 370 | 382 | 375 | 366 | 356 | 353 | 98 | 117 |
| Michigan Upper Peninsula. | - | - | - | - | - | - | - | - | - | 349 | - | - |
| Northeastern Wisconsin. | - | - | - | - | - | - | - | - | - | 344 | - | - |
| Milwaukee, Wis. | - | - | - | - | 323 | 336 | 344 | 343 | 341 | 337 | 104 | 109 |
| WEST NORTH CENTRAL: | | | | | | | | | | | | |
| Minneapolis-St.Paul, Minn. | - | - | - | 417 | 417 | 427 | 425 | 423 | 423 | 419 | 100 | 113 |
| Des Moines, Iowa. | - | - | - | - | - | - | - | - | - | 324 | - | - |
| Quad Cities, Ill.-Ia. | - | - | - | - | - | - | - | 339 | 337 | 339 | 100 | 103 |
| Sioux City, Iowa. | - | 330 | 331 | 338 | 343 | 359 | 349 | 332 | 338 | 339 | 103 | 107 |
| Kansas City, Mo.-Kans. | 280 | 277 | 283 | 291 | 304 | 310 | 316 | - | 273 | 273 | - | - |
| St. Louis, Mo. | - | - | 247 | 248 | 250 | 261 | 266 | 268 | 264 | 262 | 106 | 110 |
| Ozarks, Mo.-Ark. | - | - | - | - | - | - | - | - | - | 252 | - | - |
| Black Hills, S. D. | - | - | - | - | - | - | - | - | - | 319 | - | - |
| Sioux Falls-Mitchell, S.D. | - | - | - | 364 | 378 | 402 | 398 | 396 | 398 | 399 | 110 | 110 |
| Omaha-Lin.-C.B., Nebr.-Ia. | 340 | 335 | 330 | 335 | 341 | 354 | 357 | 342 | 346 | 339 | - | - |
| Wichita, Kans. | - | 329 | 347 | 358 | 363 | 368 | 357 | 342 | 324 | 275 | - | - |
| SOUTH ATLANTIC: | | | | | | | | | | | | |
| Wilmington, Del. | - | - | - | - | - | - | - | 331 | 331 | 330 | 100 | 107 |
| Baltimore, Md. | 292 | 294 | 295 | 295 | 297 | 308 | 318 | 320 | 317 | 299 | 102 | 99 |
| Richmond, Va. | 209 | - | 214 | 210 | 204 | 206 | 216 | - | - | - | 103 | 117 |
| Virginia. | - | - | - | - | - | - | - | 215 | 215 | - | 100 | 102 |
| Richmond, Va. | - | - | - | - | - | - | - | - | - | 190 | - | - |
| Appalachian, Va.-W.Va.-T. | - | - | - | - | - | - | 171 | 174 | 180 | 187 | 109 | 103 |
| Bluefield, W. Va. | - | - | - | - | - | - | - | 142 | 143 | 148 | 104 | 97 |
| Clarksburg, W. Va. | - | - | - | - | - | - | - | 235 | 239 | 255 | 109 | 99 |
| Wheeling, W. Va. | - | - | - | - | - | - | - | 278 | 278 | 285 | 103 | 101 |
| North Carolina. | - | - | - | - | - | - | - | - | - | 170 | - | - |
| South Carolina. | - | - | - | - | - | - | - | 152 | 149 | 149 | 98 | 105 |
| Southeastern Florida. | - | - | - | - | - | - | - | - | 287 | 277 | 97 | 106 |
| EAST SOUTH CENTRAL: | | | | | | | | | | | | |
| Louisville, Ky.-Ind. | - | - | - | 297 | 304 | 316 | 326 | 327 | 319 | 328 | 110 | 116 |
| Paducah, Ky. | - | - | - | - | - | - | - | - | 225 | 226 | 100 | 104 |
| Chattanooga, Tenn. | - | - | - | - | - | - | - | 265 | 256 | 258 | 97 | 105 |
| Knoxville, Tenn. | - | - | - | - | - | - | 288 | 280 | 279 | 287 | 100 | 104 |
| Memphis, Tenn. | - | - | - | - | - | - | 216 | 207 | 203 | 206 | 95 | 108 |

Table 4.--Milk equivalent of all fluid products: Annual per capita consumption and changes in sales and population in selected marketing areas, 1950-59--Continued a

| Marketing area | Per capita consumption | | | | | | | | | | 1959 as % of 1950 b | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1950 | 1951 | 1952 | 1953 | 1954 | 1955 | 1956 | 1957 | 1958 | 1959 | Sales | Population |
| EAST SOUTH CEN.: (Cont.) | Lbs. | Lbs. | Lbs. | Lbs. | Lbs. | Lbs. | Lbs. | Lbs. | Lbs. | Lbs. | Pct. | Pct. |
| Nashville, Tenn. | - | - | - | - | - | - | - | - | 227 | 234 | 103 | 102 |
| Central Mississippi | - | - | - | - | - | - | - | 150 | 156 | 165 | 110 | 103 |
| Mississippi Delta | - | - | - | - | - | - | - | - | - | 115 | - | - |
| Mississippi Gulf Coast | - | - | - | - | - | - | - | - | - | 233 | - | - |
| WEST SOUTH CENTRAL: | | | | | | | | | | | | |
| Central Arkansas | - | - | - | - | - | - | - | - | 192 | 204 | 106 | 102 |
| New Orleans, La. | - | - | - | - | - | - | - | - | 219 | 217 | 99 | 102 |
| Northern Louisiana | - | - | - | - | - | - | - | - | - | 178 | - | - |
| Oklahoma Metropolitan | - | - | 261 | 275 | 285 | 286 | 296 | 300 | 310 | 311 | - | - |
| Red River Val., Okla.-Tex. | - | - | - | - | - | - | - | - | - | 277 | - | - |
| Austin-Waco, Tex. | - | - | - | - | - | - | 236 | 232 | 232 | 237 | 100 | 108 |
| Central West Texas | - | - | - | - | - | - | - | - | - | 332 | - | - |
| Corpus Christi, Tex. | - | - | - | - | - | - | 237 | 230 | 177 | 178 | - | - |
| North Texas | - | - | - | - | - | - | 262 | 265 | 259 | 252 | 96 | 110 |
| San Antonio, Tex. | - | - | - | 221 | 236 | 240 | 247 | 254 | 251 | 250 | 113 | 120 |
| Texas Panhandle | - | - | - | - | - | - | 279 | 282 | 276 | 263 | - | - |
| MOUNTAIN: | | | | | | | | | | | | |
| Colo. Springs-Pueblo, Colo. | - | - | - | - | - | - | - | - | - | 286 | - | - |
| Western Colorado | - | - | - | - | - | - | - | - | - | 275 | - | - |
| Central Arizona | - | - | - | - | - | - | - | 278 | 285 | 291 | 105 | 110 |
| PACIFIC: | | | | | | | | | | | | |
| Inland Empire, Wash.-Ida. | - | - | - | - | - | - | - | 300 | 288 | 277 | 92 | 105 |
| Puget Sound, Wash. | - | - | 283 | 287 | 291 | 296 | 302 | 302 | 299 | 295 | 104 | 119 |
| California | 315 | 312 | 311 | 310 | 306 | 314 | 327 | 337 | 327 | 323 | 103 | 146 |

a. The quantity of producer milk at average test required to supply the milkfat contained in all products shown in table 5.

b. Where all years are not shown in the table, the calculated percentages are for the latest year as a percent of the earliest year. No percentage appears where there has been a change in the marketing area.

c. The quantity of milk and milk drinks plus the milk equivalent of cream produced are shown for these markets except Niagara Frontier for 1959 and Rochester for 1958 and 1959. Calculations for those markets for those years were the same as the remainder of the table.

Table 5.--Annual sales, milkfat test, population and per capita consumption of fluid milk and cream products by marketing areas, 1950-59

| Area and Year | Annual sales for fluid use [a] | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Whole milk | | | | | | Skim milk | | | | | | | |
| | Plain | | Yogurt [b] | | Flavored [c] | | Plain [d] | | Fortified [d] | | Flavored [c] | | Buttermilk | |
| | Sales | Fat | Sales | Fat | Sales | Fat | Sales | Fat | Sales | Fat | Sales | Fat | Sales | Fat |
| | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. |
| NEW ENGLAND: | | | | | | | | | | | | | | |
| **Boston, Mass.** | | | | | | | | | | | | | | |
| 1950 | 681,326 | 3.88 | - | - | - | - | 3,344 | - | - | - | 11,116 | 2.08 | 2,715 | 1.41 |
| 1951 | 677,883 | 3.87 | - | - | - | - | 5,037 | - | - | - | 12,468 | 2.08 | 2,810 | 1.48 |
| 1952 | 688,843 | 3.86 | - | - | - | - | 6,151 | - | - | - | 11,892 | 2.06 | 3,097 | 1.38 |
| 1953 | 690,710 | 3.85 | - | - | - | - | 6,867 | - | - | - | 10,935 | 2.05 | 3,042 | 1.31 |
| 1954 | 697,105 | 3.86 | - | - | - | - | 8,539 | - | - | - | 10,529 | 2.06 | 2,777 | 1.36 |
| 1955 | 720,025 | 3.86 | - | - | - | - | 9,129 | - | - | - | 11,918 | 2.05 | 3,044 | 1.34 |
| 1956 | 730,589 | 3.84 | - | - | - | - | 12,541 | - | - | - | 11,305 | 2.04 | 2,734 | 1.35 |
| 1957 | 766,633 | 3.82 | 379 | 3.67 | - | - | 14,837 | - | - | - | 10,876 | 2.09 | 2,949 | 1.31 |
| 1958 | 875,671 | 3.79 | 317 | 3.71 | 429 | 3.74 | 16,307 | - | - | - | 10,051 | 2.08 | 2,828 | 1.09 |
| 1959 | 871,045 | 3.77 | 585 | 3.61 | 187 | 3.81 | 18,192 | - | - | - | 10,427 | 2.08 | 2,785 | 1.13 |
| **Merrimack Valley, Mass. [g]** | | | | | | | | | | | | | | |
| 1950 | 78,593 | 3.77 | - | - | - | - | 227 | - | - | - | 1,169 | 2.60 | 225 | - |
| 1951 | 91,828 | 3.78 | - | - | - | - | 371 | - | - | - | 1,638 | 2.49 | 306 | - |
| 1952 | 93,793 | 3.76 | - | - | - | - | 441 | - | - | - | 1,770 | 2.73 | 321 | .53 |
| 1953 | 95,317 | 3.77 | - | - | - | - | 512 | - | - | - | 1,813 | 2.65 | 320 | .18 |
| 1954 | 95,881 | 3.79 | - | - | - | - | 631 | - | - | - | 1,679 | 2.62 | 298 | .20 |
| 1955 | 100,553 | 3.79 | - | - | - | - | 691 | - | - | - | 1,915 | 2.51 | 306 | .32 |
| 1956 | 106,094 | 3.78 | - | - | - | - | 922 | - | - | - | 2,103 | 2.52 | 333 | .20 |
| 1957 | 108,118 | 3.77 | - | - | 647 | 3.72 | 1,116 | - | - | - | 1,370 | 1.95 | 353 | .17 |
| **Springfield, Mass.** | | | | | | | | | | | | | | |
| 1950 | 131,421 | 3.82 | - | - | - | - | 1,665 | - | - | - | 2,360 | 1.98 | 684 | 1.36 |
| 1951 | 133,043 | 3.78 | - | - | - | - | 2,099 | - | - | - | 2,899 | 1.99 | 754 | 1.40 |
| 1952 | 136,314 | 3.75 | - | - | - | - | 2,609 | - | - | - | 2,951 | 1.98 | 799 | 1.12 |
| 1953 | 138,424 | 3.76 | - | - | - | - | 3,104 | - | - | - | 2,799 | 1.98 | 845 | .55 |
| 1954 | 140,119 | 3.75 | - | - | - | - | 3,531 | - | - | - | 2,567 | 1.96 | 777 | .49 |
| 1955 | 148,454 | 3.72 | - | - | - | - | 3,572 | - | - | - | 2,455 | 1.88 | 818 | .28 |
| 1956 | 156,060 | 3.69 | - | - | - | - | 3,835 | - | - | - | 2,326 | 1.91 | 753 | .33 |
| 1957 | 161,777 | 3.68 | - | - | - | - | 3,825 | - | - | - | 2,160 | 1.91 | 802 | .30 |
| 1958 | 158,683 | 3.66 | - | - | - | - | 4,397 | - | - | - | 1,930 | 1.89 | 735 | .24 |
| 1959 | 159,078 | 3.63 | - | - | - | - | 4,787 | - | - | - | 2,059 | 1.90 | 732 | .18 |
| **Worcester, Mass.** | | | | | | | | | | | | | | |
| 1950 | 97,086 | 3.78 | - | - | - | - | 755 | - | - | - | 1,542 | 2.85 | 416 | .97 |
| 1951 | 94,474 | 3.78 | - | - | - | - | 570 | - | - | - | 1,941 | 2.86 | 491 | 1.02 |
| 1952 | 96,360 | 3.78 | - | - | - | - | 711 | - | - | - | 1,975 | 2.82 | 493 | .90 |
| 1953 | 98,295 | 3.78 | - | - | - | - | 853 | - | - | - | 2,074 | 2.65 | 454 | .25 |
| 1954 | 99,017 | 3.76 | - | - | - | - | 1,014 | - | - | - | 1,735 | 2.50 | 436 | .16 |
| 1955 | 102,588 | 3.75 | - | - | - | - | 1,153 | - | - | - | 1,973 | 2.48 | 456 | .11 |
| 1956 | 105,815 | 3.72 | - | - | - | - | 1,410 | - | - | - | 2,045 | 2.53 | 389 | .05 |
| 1957 | 106,743 | 3.71 | - | - | - | - | 1,608 | - | - | - | 1,827 | 2.56 | 380 | .05 |
| 1958 | 104,966 | 3.71 | - | - | - | - | 1,625 | - | - | - | 1,579 | 2.42 | 329 | .05 |
| 1959 | 106,299 | 3.68 | - | - | - | - | 1,902 | - | - | - | 1,545 | 2.27 | 340 | .02 |
| **Fall River, Mass.** | | | | | | | | | | | | | | |
| 1950 | 40,242 | 3.72 | - | - | - | - | 116 | - | - | - | 1,615 | 2.84 | 83 | 1.63 |
| 1951 | 40,264 | 3.74 | - | - | - | - | 135 | - | - | - | 1,816 | 2.92 | 80 | 1.59 |
| 1952 | 40,410 | 3.74 | - | - | - | - | 169 | - | - | - | 1,783 | 2.90 | 89 | 1.57 |
| 1953 | 40,971 | 3.73 | - | - | - | - | 195 | - | - | - | 1,676 | 2.70 | 86 | 1.65 |
| 1954 | 40,447 | 3.73 | - | - | - | - | 209 | - | - | - | 1,521 | 2.61 | 76 | 1.53 |
| 1955 | 41,271 | 3.73 | - | - | - | - | 228 | - | - | - | 1,611 | 2.59 | 87 | 1.48 |
| 1956 | 42,243 | 3.73 | - | - | - | - | 285 | - | - | - | 1,538 | 2.66 | 81 | 1.42 |
| 1957 | 42,438 | 3.70 | - | - | 644 | 3.62 | 419 | - | - | - | 764 | 2.31 | 87 | 1.45 |
| 1958 | 41,750 | 3.70 | - | - | 564 | 3.64 | 466 | - | - | - | 698 | 2.40 | 73 | 1.69 |
| **Rhode Island [h]** | | | | | | | | | | | | | | |
| 1950 | 229,626 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1951 | 253,408 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1952 | 244,556 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1953 | 242,350 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1954 | 242,774 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1955 | 250,236 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1956 | 254,920 | - | - | - | - | - | - | - | - | - | - | - | - | - |

Table 5.--Annual sales, milkfat test, population and per capita consumption of fluid milk and cream products by marketing areas, 1950-59--Continued

| Area and Year | Annual sales for fluid use a | | | | | | | | | | Estimated population | Annual per capita cons. | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Cream | | | | | | | | | | | Whole and skim milk | Milk equivalent e | |
| | Mixtures | | Eggnog | | Light | | Sour | | Heavy | | | | Cream | All fluid items f |
| | Sales | Fat | Sales | Fat | Sales | Fat | Sales | Fat | Sales | Fat | | | | |
| | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | Thous. | Pounds | Pounds | Pounds |
| NEW ENGLAND: | | | | | | | | | | | | | | |
| **Boston, Mass.** | | | | | | | | | | | | | | |
| 1950 | - | - | 204 | 13.50 | 29,098 | 18.32 | 2,082 | 17.91 | 6,265 | 37.11 | 2,172 | 322 | 92 | 399 |
| 1951 | - | - | 287 | 12.94 | 28,105 | 18.28 | 1,974 | 17.90 | 5,927 | 36.94 | 2,165 | 322 | 89 | 396 |
| 1952 | - | - | 272 | 13.65 | 27,273 | 18.26 | 1,864 | 18.15 | 5,525 | 37.20 | 2,175 | 326 | 86 | 396 |
| 1953 | - | - | 316 | 13.48 | 27,476 | 18.28 | 1,894 | 18.02 | 5,447 | 37.36 | 2,180 | 326 | 86 | 395 |
| 1954 | - | - | 429 | 13.12 | 26,464 | 18.27 | 1,900 | 18.00 | 5,403 | 37.15 | 2,190 | 328 | 83 | 394 |
| 1955 | - | - | 547 | 13.75 | 26,820 | 18.27 | 2,081 | 18.07 | 5,478 | 37.00 | 2,195 | 339 | 85 | 410 |
| 1956 | - | - | 565 | 13.60 | 26,698 | 18.10 | 2,034 | 18.08 | 5,854 | 36.26 | 2,200 | 344 | 85 | 411 |
| 1957 | 71 | 11.96 | 620 | 13.12 | 26,763 | 18.12 | 2,028 | 18.26 | 6,001 | 35.97 | 2,270 | 351 | 84 | 416 |
| 1958 | 444 | 11.72 | 703 | 12.82 | 27,913 | 18.02 | 2,077 | 18.30 | 6,893 | 35.64 | 2,610 | 347 | 78 | 405 |
| 1959 | 456 | 11.63 | 859 | 12.95 | 27,741 | 18.11 | 2,248 | 18.61 | 6,780 | 35.42 | 2,615 | 345 | 78 | 401 |
| **Merrimack Valley, Mass. g** | | | | | | | | | | | | | | |
| 1950 | - | - | 10 | 13.96 | 883 | 19.89 | 13 | 18.51 | 839 | 38.57 | 267 | 300 | 49 | 340 |
| 1951 | 4 | 8.04 | 14 | 10.42 | 1,091 | 19.12 | 35 | 17.94 | 925 | 38.30 | 278 | 339 | 54 | 384 |
| 1952 | 18 | 9.75 | 14 | 12.46 | 1,182 | 18.87 | 45 | 18.26 | 915 | 38.55 | 322 | 299 | 48 | 339 |
| 1953 | 35 | 8.80 | 19 | 11.65 | 1,153 | 18.84 | 47 | 17.94 | 865 | 38.88 | 328 | 299 | 46 | 338 |
| 1954 | 43 | 9.25 | 27 | 8.08 | 1,130 | 19.01 | 56 | 17.87 | 826 | 38.92 | 330 | 298 | 44 | 335 |
| 1955 | 56 | 9.13 | 24 | 12.34 | 1,121 | 18.93 | 53 | 18.15 | 773 | 38.67 | 333 | 311 | 42 | 346 |
| 1956 | 311 | 11.22 | 23 | 12.87 | 1,368 | 18.21 | 67 | 18.21 | 910 | 37.84 | 336 | 326 | 50 | 367 |
| 1957 | 308 | 11.60 | 27 | 15.83 | 1,391 | 18.25 | 76 | 18.27 | 906 | 37.06 | 338 | 330 | 50 | 369 |
| **Springfield, Mass.** | | | | | | | | | | | | | | |
| 1950 | - | - | 31 | 13.68 | 1,618 | 18.84 | 137 | 17.81 | 1,417 | 38.35 | 393 | 346 | 57 | 388 |
| 1951 | 38 | 7.50 | 23 | 17.10 | 1,628 | 18.77 | 161 | 17.69 | 1,319 | 37.83 | 392 | 354 | 55 | 388 |
| 1952 | 46 | 7.09 | 54 | 13.15 | 1,638 | 18.51 | 143 | 18.22 | 1,292 | 37.69 | 398 | 358 | 54 | 389 |
| 1953 | 69 | 6.64 | 23 | 13.53 | 1,655 | 18.42 | 144 | 17.71 | 1,346 | 37.42 | 406 | 358 | 53 | 388 |
| 1954 | 58 | 8.03 | 54 | 11.26 | 1,652 | 18.39 | 141 | 17.80 | 1,467 | 36.81 | 415 | 354 | 55 | 385 |
| 1955 | 58 | 8.37 | 68 | 12.76 | 1,565 | 18.15 | 143 | 18.02 | 1,572 | 36.59 | 425 | 365 | 55 | 397 |
| 1956 | 54 | 9.99 | 68 | 10.17 | 1,617 | 18.09 | 145 | 18.07 | 1,779 | 35.89 | 430 | 379 | 59 | 413 |
| 1957 | 130 | 11.71 | 29 | 13.48 | 1,617 | 17.84 | 252 | 18.25 | 1,832 | 35.14 | 440 | 383 | 60 | 419 |
| 1958 | 397 | 11.73 | 206 | 12.38 | 1,549 | 17.80 | 287 | 18.07 | 1,883 | 34.88 | 445 | 372 | 62 | 408 |
| 1959 | 452 | 11.90 | 155 | 13.95 | 1,597 | 17.86 | 317 | 18.15 | 1,859 | 34.53 | 450 | 370 | 62 | 402 |
| **Worcester, Mass.** | | | | | | | | | | | | | | |
| 1950 | - | - | 3 | 19.25 | 1,289 | 19.44 | 91 | 18.13 | 1,202 | 37.69 | 290 | 344 | 66 | 405 |
| 1951 | 87 | 10.79 | 10 | 8.78 | 1,304 | 18.77 | 127 | 17.88 | 1,182 | 37.25 | 285 | 342 | 67 | 405 |
| 1952 | 99 | 11.99 | 16 | 9.13 | 1,318 | 18.61 | 145 | 18.13 | 1,117 | 37.31 | 282 | 353 | 66 | 413 |
| 1953 | 142 | 10.29 | 16 | 9.02 | 1,388 | 18.76 | 147 | 18.03 | 1,108 | 37.62 | 283 | 359 | 67 | 419 |
| 1954 | 138 | 10.14 | 18 | 8.53 | 1,400 | 18.16 | 146 | 18.05 | 1,106 | 37.30 | 284 | 360 | 65 | 414 |
| 1955 | 123 | 9.89 | 22 | 7.91 | 1,382 | 18.55 | 146 | 18.05 | 1,038 | 37.17 | 285 | 373 | 64 | 426 |
| 1956 | 89 | 8.57 | 26 | 8.61 | 1,350 | 17.78 | 151 | 18.05 | 1,086 | 36.64 | 286 | 383 | 63 | 432 |
| 1957 | 167 | 10.34 | 22 | 7.38 | 1,434 | 18.02 | 146 | 18.17 | 1,108 | 36.09 | 287 | 385 | 65 | 437 |
| 1958 | 196 | 10.26 | 24 | 8.32 | 1,394 | 17.88 | 130 | 18.12 | 1,028 | 35.97 | 288 | 377 | 61 | 423 |
| 1959 | 293 | 10.80 | 32 | 8.30 | 1,442 | 17.91 | 148 | 18.34 | 1,048 | 35.61 | 289 | 381 | 63 | 424 |
| **Fall River, Mass.** | | | | | | | | | | | | | | |
| 1950 | - | - | 8 | 11.88 | 573 | 18.78 | 37 | 18.38 | 328 | 38.53 | 126 | 334 | 53 | 394 |
| 1951 | - | - | 7 | 8.47 | 598 | 18.90 | 36 | 18.22 | 298 | 39.01 | 126 | 336 | 52 | 395 |
| 1952 | - | - | 8 | 6.52 | 573 | 19.04 | 37 | 18.15 | 274 | 38.82 | 126 | 337 | 49 | 396 |
| 1953 | - | - | 9 | 6.05 | 606 | 18.91 | 37 | 18.18 | 266 | 38.87 | 125 | 343 | 50 | 396 |
| 1954 | - | - | 18 | 7.34 | 606 | 18.85 | 36 | 18.16 | 255 | 38.67 | 125 | 338 | 47 | 377 |
| 1955 | - | - | 23 | 8.21 | 639 | 18.82 | 32 | 18.23 | 257 | 38.22 | 125 | 346 | 48 | 384 |
| 1956 | - | - | 21 | 8.77 | 682 | 18.41 | 30 | 18.21 | 280 | 37.18 | 124 | 356 | 52 | 407 |
| 1957 | - | - | 28 | 9.44 | 650 | 18.76 | 29 | 18.24 | 281 | 36.79 | 124 | 358 | 52 | 406 |
| 1958 | - | - | 49 | 8.30 | 677 | 18.39 | 28 | 18.22 | 296 | 36.98 | 123 | 354 | 54 | 403 |
| **Rhode Island h** | | | | | | | | | | | | | | |
| 1950 | - | - | - | - | 4,465 | - | - | - | - | - | 771 | 298 | 59 | 357 |
| 1951 | - | - | - | - | 4,494 | - | - | - | - | - | 770 | 306 | 60 | 366 |
| 1952 | - | - | - | - | 4,191 | - | - | - | - | - | 790 | 309 | 54 | 363 |
| 1953 | - | - | - | - | 3,788 | - | - | - | - | - | 810 | 300 | 48 | 348 |
| 1954 | - | - | - | - | 4,004 | - | - | - | - | - | 815 | 299 | 50 | 349 |
| 1955 | - | - | - | - | 4,616 | - | - | - | - | - | 820 | 305 | 58 | 363 |
| 1956 | - | - | - | - | 4,595 | - | - | - | - | - | 840 | 303 | 56 | 359 |

Table 5.--Annual sales, milkfat test, population and per capita consumption of fluid milk and cream products by marketing areas, 1950-59--Continued

| Area and Year | Annual per capita consumption | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Whole milk | | | Skim milk | | | | Cream | | | | |
| | Plain | b Yogurt | c Flavored | d Plain | d Fortified | c Flavored | Butter-milk | Mixtures | Eggnog | Light | Sour | Heavy |
| | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds |
| NEW ENGLAND | | | | | | | | | | | | |
| **Boston, Mass.** | | | | | | | | | | | | |
| 1950 | 314 | - | - | 1.54 | - | 5.12 | 1.25 | - | .09 | 13.40 | .96 | 2.88 |
| 1951 | 313 | - | - | 2.33 | - | 5.76 | 1.30 | - | .13 | 12.98 | .91 | 2.74 |
| 1952 | 317 | - | - | 2.83 | - | 5.47 | 1.42 | - | .13 | 12.54 | .86 | 2.54 |
| 1953 | 317 | - | - | 3.15 | - | 5.02 | 1.40 | - | .14 | 12.60 | .87 | 2.50 |
| 1954 | 318 | - | - | 3.90 | - | 4.81 | 1.27 | - | .20 | 12.08 | .87 | 2.47 |
| 1955 | 328 | - | - | 4.16 | - | 5.43 | 1.39 | - | .25 | 12.22 | .95 | 2.50 |
| 1956 | 332 | - | - | 5.70 | - | 5.14 | 1.24 | - | .26 | 12.14 | .92 | 2.66 |
| 1957 | 338 | .17 | - | 6.54 | - | 4.79 | 1.30 | .03 | .27 | 11.79 | .89 | 2.64 |
| 1958 | 336 | .12 | .16 | 6.25 | - | 3.85 | 1.08 | .17 | .27 | 10.69 | .80 | 2.64 |
| 1959 | 333 | .22 | .07 | 6.96 | - | 3.99 | 1.07 | .17 | .33 | 10.61 | .86 | 2.59 |
| **Merrimack Valley, Mass. g** | | | | | | | | | | | | |
| 1950 | 294 | - | - | .85 | - | 4.38 | .84 | - | .04 | 3.31 | .05 | 3.14 |
| 1951 | 330 | - | - | 1.33 | - | 5.89 | 1.10 | .01 | .05 | 3.92 | .13 | 3.33 |
| 1952 | 291 | - | - | 1.37 | - | 5.50 | 1.00 | .06 | .04 | 3.67 | .14 | 2.84 |
| 1953 | 291 | - | - | 1.56 | - | 5.53 | .98 | .11 | .06 | 3.52 | .14 | 2.64 |
| 1954 | 291 | - | - | 1.91 | - | 5.09 | .90 | .13 | .08 | 3.42 | .17 | 2.50 |
| 1955 | 302 | - | - | 2.08 | - | 5.75 | .92 | .17 | .07 | 3.37 | .16 | 2.32 |
| 1956 | 316 | - | - | 2.74 | - | 6.26 | .99 | .93 | .07 | 4.07 | .20 | 2.71 |
| 1957 | 320 | - | - | 3.30 | - | 4.05 | 1.04 | .91 | .08 | 4.12 | .22 | 2.68 |
| **Springfield, Mass.** | | | | | | | | | | | | |
| 1950 | 334 | - | - | 4.24 | - | 6.01 | 1.74 | - | .08 | 4.12 | .35 | 3.61 |
| 1951 | 339 | - | - | 5.35 | - | 7.40 | 1.92 | .10 | .06 | 4.15 | .41 | 3.36 |
| 1952 | 342 | - | - | 6.56 | - | 7.41 | 2.01 | .12 | .14 | 4.12 | .36 | 3.25 |
| 1953 | 341 | - | - | 7.65 | - | 6.89 | 2.08 | .17 | .06 | 4.08 | .35 | 3.32 |
| 1954 | 338 | - | - | 8.51 | - | 6.19 | 1.87 | .14 | .13 | 3.98 | .34 | 3.53 |
| 1955 | 349 | - | - | 8.40 | - | 5.78 | 1.92 | .14 | .16 | 3.68 | .34 | 3.70 |
| 1956 | 363 | - | - | 8.92 | - | 5.41 | 1.75 | .13 | .16 | 3.76 | .34 | 4.14 |
| 1957 | 368 | - | - | 8.69 | - | 4.91 | 1.82 | .30 | .07 | 3.68 | .57 | 4.16 |
| 1958 | 357 | - | - | 9.88 | - | 4.34 | 1.65 | .89 | .46 | 3.48 | .64 | 4.23 |
| 1959 | 354 | - | - | 10.64 | - | 4.58 | 1.63 | 1.00 | .34 | 3.55 | .70 | 4.13 |
| **Worcester, Mass.** | | | | | | | | | | | | |
| 1950 | 335 | - | - | 2.60 | - | 5.32 | 1.43 | - | .01 | 4.44 | .31 | 4.14 |
| 1951 | 331 | - | - | 2.00 | - | 6.81 | 1.72 | .31 | .04 | 4.58 | .45 | 4.15 |
| 1952 | 342 | - | - | 2.52 | - | 7.00 | 1.75 | .35 | .06 | 4.67 | .51 | 3.96 |
| 1953 | 347 | - | - | 3.01 | - | 7.33 | 1.60 | .50 | .06 | 4.90 | .52 | 3.92 |
| 1954 | 349 | - | - | 3.57 | - | 6.11 | 1.54 | .49 | .06 | 4.93 | .51 | 3.89 |
| 1955 | 360 | - | - | 4.05 | - | 6.92 | 1.60 | .43 | .08 | 4.85 | .51 | 3.64 |
| 1956 | 370 | - | - | 4.93 | - | 7.15 | 1.36 | .31 | .09 | 4.72 | .53 | 3.80 |
| 1957 | 372 | - | - | 5.60 | - | 6.37 | 1.32 | .58 | .08 | 5.00 | .51 | 3.86 |
| 1958 | 364 | - | - | 5.64 | - | 5.48 | 1.14 | .68 | .08 | 4.84 | .45 | 3.57 |
| 1959 | 368 | - | - | 6.58 | - | 5.35 | 1.18 | 1.01 | .11 | 4.99 | .51 | 3.63 |
| **Fall River, Mass.** | | | | | | | | | | | | |
| 1950 | 319 | - | - | .92 | - | 12.82 | .66 | - | .06 | 4.55 | .29 | 2.60 |
| 1951 | 320 | - | - | 1.07 | - | 14.41 | .63 | - | .06 | 4.75 | .29 | 2.37 |
| 1952 | 321 | - | - | 1.34 | - | 14.15 | .71 | - | .06 | 4.55 | .29 | 2.17 |
| 1953 | 328 | - | - | 1.56 | - | 13.41 | .69 | - | .07 | 4.85 | .30 | 2.13 |
| 1954 | 324 | - | - | 1.67 | - | 12.17 | .61 | - | .14 | 4.85 | .29 | 2.04 |
| 1955 | 330 | - | - | 1.82 | - | 12.89 | .70 | - | .18 | 5.11 | .26 | 2.06 |
| 1956 | 341 | - | - | 2.30 | - | 12.40 | .65 | - | .17 | 5.50 | .24 | 2.26 |
| 1957 | 342 | - | 5.19 | 3.38 | - | 6.16 | .70 | - | .23 | 5.24 | .23 | 2.27 |
| 1958 | 339 | - | 4.59 | 3.79 | - | 5.67 | .59 | - | .40 | 5.50 | .23 | 2.41 |
| **Rhode Island h** | | | | | | | | | | | | |
| 1950 | 298 | - | - | - | - | - | - | - | - | - | - | - |
| 1951 | 306 | - | - | - | - | - | - | - | - | - | - | - |
| 1952 | 310 | - | - | - | - | - | - | - | - | - | - | - |
| 1953 | 299 | - | - | - | - | - | - | - | - | - | - | - |
| 1954 | 298 | - | - | - | - | - | - | - | - | - | - | - |
| 1955 | 305 | - | - | - | - | - | - | - | - | - | - | - |
| 1956 | 303 | - | - | - | - | - | - | - | - | - | - | - |

Table 5.--Annual sales, milkfat test, population and per capita consumption of fluid milk and cream products by marketing areas, 1950-59

| Area and Year | Annual sales for fluid use a | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Whole milk | | | | | | Skim milk | | | | | | | |
| | Plain | | Yogurt b | | Flavored c | | Plain d | | Fortified d | | Flavored c | | Buttermilk | |
| | Sales | Fat | Sales | Fat | Sales | Fat | Sales | Fat | Sales | Fat | Sales | Fat | Sales | Fat |
| | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. |
| NEW ENGLAND: (Continued) | | | | | | | | | | | | | | |
| Southeastern New England | | | | | | | | | | | | | | |
| 1959 | 501,918 | - | - | - | 7,253 | - | 8,240 | - | 1,113 | - | 6,466 | - | 1,371 | |
| Connecticut i | | | | | | | | | | | | | | |
| 1950 | 622,689 | - | - | - | - | - | 6,502 | - | - | - | 13,682 | - | 2,880 | - |
| 1951 | 634,615 | - | - | - | - | - | 8,180 | - | - | - | 15,447 | - | 3,159 | - |
| 1952 | 660,496 | - | - | - | - | - | 9,941 | - | - | - | 15,924 | - | 3,681 | - |
| 1953 | 675,488 | - | - | - | - | - | 10,192 | - | - | - | 16,409 | - | 3,608 | - |
| 1954 | 689,302 | - | - | - | - | - | 11,336 | - | - | - | 15,448 | - | 3,520 | - |
| 1955 | 724,900 | - | - | - | - | - | 13,136 | - | - | - | 16,754 | - | 3,873 | - |
| 1956 | 754,477 | - | - | - | - | - | 15,556 | - | - | - | 16,742 | - | 3,657 | - |
| 1957 | 772,276 | - | - | - | - | - | 18,829 | - | - | - | 15,390 | - | 3,889 | - |
| 1958 | 759,188 | - | - | - | - | - | 20,501 | - | - | - | 13,449 | - | 3,600 | - |
| 1959 | 775,190 | - | - | - | - | - | 17,650 | - | - | - | 13,780 | - | 3,330 | - |
| MIDDLE ATLANTIC: | | | | | | | | | | | | | | |
| New York Metropolitan, N. Y. | | | | | | | | | | | | | | |
| 1950 | 3,135,839 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1951 | 3,151,920 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1952 | 3,193,786 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1953 | 3,170,554 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1954 | 3,195,020 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1955 | 3,276,218 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1956 | 3,311,654 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1957 | 3,297,605 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1958 | 3,258,975 | - | - | - | - | - | 47,363 | - | - | - | - | - | - | - |
| 1959 | 3,282,132 | - | - | - | - | - | 56,288 | - | - | - | - | - | - | - |
| Niagara Frontier, N. Y. h | | | | | | | | | | | | | | |
| 1950 | 304,071 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1951 | 316,806 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1952 | 327,530 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1953 | 337,390 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1954 | 343,872 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1955 | 365,384 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1956 | 379,289 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1957 | 380,155 | - | - | - | - | - | 9,755 | - | - | - | - | - | 6,779 | - |
| 1958 | 373,256 | 3.62 | - | - | - | - | 8,996 | - | - | - | - | - | - | - |
| 1959 | 368,570 | 3.61 | 65 | 3.6 | 8,529 | 3.6 | 7,990 | .50 | 1,220 | .42 | 3,053 | 1.31 | 3,690 | .46 |
| Rochester, N. Y. h | | | | | | | | | | | | | | |
| 1950 | 139,273 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1951 | 141,721 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1952 | 144,342 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1953 | 147,383 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1954 | 152,991 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1955 | 158,287 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1956 | 164,512 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1957 | 166,118 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1958 | 160,222 | 3.63 | 14 | - | 1,992 | 3.64 | 8,728 | .10 | 1,632 | .43 | 3,628 | 1.60 | 1,016 | .59 |
| 1959 | 161,843 | 3.63 | 24 | - | 2,048 | 3.64 | 9,318 | .10 | 1,630 | .43 | 3,397 | 1.58 | 1,002 | .61 |
| Middle Hudson, N. Y. h | | | | | | | | | | | | | | |
| 1950 | 111,063 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1951 | 113,656 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1952 | 117,743 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1953 | 124,427 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1954 | 126,896 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1955 | 130,937 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1956 | 132,708 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Syracuse, N. Y. h | | | | | | | | | | | | | | |
| 1950 | 96,776 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1951 | 101,950 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1952 | 105,943 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1953 | 109,119 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1954 | 110,563 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1955 | 116,757 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1956 | 120,441 | - | - | - | - | - | - | - | - | - | - | - | - | - |

Table 5.--Annual sales, milkfat test, population and per capita consumption of fluid milk and cream products by marketing areas, 1950-59--Continued

| Area and Year | Annual sales for fluid use a | | | | | | | | | | Estimated population | Annual per capita cons. | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Cream | | | | | | | | | | | Whole and skim milk | Milk equivalent e | |
| | Mixtures | | Eggnog | | Light | | Sour | | Heavy | | | | Cream | All fluid items f |
| | Sales | Fat | Sales | Fat | Sales | Fat | Sales | Fat | Sales | Fat | | | | |
| | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | Thous. | Pounds | Pounds | Pounds |
| NEW ENGLAND: (Continued) | | | | | | | | | | | | | | |
| Southeastern New England | | | | | | | | | | | | | | |
| 1959 | 3,864 | - | 457 | - | 7,059 | - | 219 | - | 6,087 | - | 1,545 | 341 | - | - |
| Connecticut i | | | | | | | | | | | | | | |
| 1950 | - | - | - | - | 9,106 | - | 725 | - | 6,191 | - | 1,990 | 324 | 56 | 369 |
| 1951 | - | - | - | - | 9,268 | - | 817 | - | 5,995 | - | 1,970 | 336 | 57 | 379 |
| 1952 | 1,743 | - | - | - | 7,970 | - | 902 | - | 5,757 | - | 2,010 | 343 | 55 | 384 |
| 1953 | 1,797 | - | - | - | 7,704 | - | 1,119 | - | 5,655 | - | 2,100 | 336 | 54 | 376 |
| 1954 | 2,169 | - | - | - | 7,514 | - | 1,478 | - | 5,426 | - | 2,170 | 332 | 52 | 371 |
| 1955 | 2,825 | - | - | - | 7,527 | - | 1,880 | - | 5,129 | - | 2,190 | 346 | 54 | 385 |
| 1956 | 3,865 | - | - | - | 7,352 | - | 2,429 | - | 4,831 | - | 2,210 | 358 | 55 | 397 |
| 1957 | 4,560 | - | - | - | 7,583 | - | 2,278 | - | 4,371 | - | 2,270 | 357 | 54 | 400 |
| 1958 | 5,363 | - | - | - | 7,246 | - | 2,842 | - | 3,876 | - | 2,370 | 336 | 52 | 377 |
| 1959 | 8,500 | - | - | - | 7,500 | - | 3,250 | - | 3,750 | - | 2,470 | 330 | 56 | 373 |
| MIDDLE ATLANTIC: | | | | | | | | | | | | | | |
| New York Metropolitan, N. Y. | | | | | | | | | | | | | | |
| 1950 | - | - | - | - | - | - | - | - | 79,503 | - | 9,399 | - | 84 | - |
| 1951 | - | - | - | - | - | - | - | - | 77,963 | - | 9,572 | - | 82 | - |
| 1952 | - | - | - | - | - | - | - | - | 75,411 | - | 9,657 | - | 79 | - |
| 1953 | - | - | - | - | - | - | - | - | 74,346 | - | 9,792 | - | 77 | - |
| 1954 | - | - | - | - | - | - | - | - | 73,045 | - | 9,969 | - | 75 | - |
| 1955 | - | - | - | - | - | - | - | - | 72,599 | - | 10,104 | - | 73 | - |
| 1956 | - | - | - | - | - | - | - | - | 72,972 | - | 10,180 | - | 73 | - |
| 1957 | - | - | - | - | - | - | - | - | 71,174 | - | 10,259 | - | 72 | - |
| 1958 | - | - | - | - | - | - | - | - | 68,408 | - | 10,314 | 321 | 68 | - |
| 1959 | - | - | - | - | - | - | - | - | 64,669 | - | 10,369 | 322 | 64 | - |
| Niagara Frontier, N. Y. h | | | | | | | | | | | | | | |
| 1950 | - | - | - | - | - | - | - | - | 42,031 | - | 1,060 | 287 | 40 | 327 |
| 1951 | - | - | - | - | - | - | - | - | 43,734 | - | 1,080 | 293 | 40 | 333 |
| 1952 | - | - | - | - | - | - | - | - | 43,526 | - | 1,110 | 295 | 39 | 334 |
| 1953 | - | - | - | - | - | - | - | - | 43,583 | - | 1,120 | 301 | 39 | 340 |
| 1954 | - | - | - | - | - | - | - | - | 41,634 | - | 1,140 | 302 | 37 | 339 |
| 1955 | - | - | - | - | - | - | - | - | 42,923 | - | 1,160 | 315 | 37 | 352 |
| 1956 | - | - | - | - | - | - | - | - | 43,316 | - | 1,180 | 321 | 37 | 358 |
| 1957 | - | - | - | - | - | - | - | - | 42,478 | - | 1,200 | 317 | 35 | 352 |
| 1958 | - | - | - | - | - | - | - | - | 39,344 | - | 1,220 | 306 | 32 | 338 |
| 1959 | 3,182 | 10.1 | - | - | - | - | - | - | 3,763 | 24.4 | 1,250 | 314 | 28 | 332 |
| Rochester, N. Y. h | | | | | | | | | | | | | | |
| 1950 | - | - | - | - | - | - | - | - | 16,775 | - | 470 | 296 | 36 | 332 |
| 1951 | - | - | - | - | - | - | - | - | 16,982 | - | 480 | 295 | 35 | 330 |
| 1952 | - | - | - | - | - | - | - | - | 16,336 | - | 490 | 295 | 33 | 328 |
| 1953 | - | - | - | - | - | - | - | - | 16,442 | - | 500 | 295 | 33 | 328 |
| 1954 | - | - | - | - | - | - | - | - | 16,091 | - | 510 | 300 | 32 | 332 |
| 1955 | - | - | - | - | - | - | - | - | 16,482 | - | 520 | 304 | 32 | 336 |
| 1956 | - | - | - | - | - | - | - | - | 17,094 | - | 530 | 310 | 32 | 342 |
| 1957 | - | - | - | - | - | - | - | - | 17,228 | - | 540 | 308 | 32 | 340 |
| 1958 | 1,177 | 10.77 | 281 | - | 1,036 | 19.78 | 307 | - | 583 | 36.54 | 545 | 325 | 31 | 333 |
| 1959 | 1,341 | 10.66 | 340 | - | 952 | 19.78 | 358 | 18.70 | 586 | 36.41 | 555 | 323 | 30 | 329 |
| Middle Hudson, N. Y. h | | | | | | | | | | | | | | |
| 1950 | - | - | - | - | - | - | - | - | 17,386 | - | 380 | 292 | 46 | 338 |
| 1951 | - | - | - | - | - | - | - | - | 17,368 | - | 390 | 291 | 45 | 336 |
| 1952 | - | - | - | - | - | - | - | - | 17,376 | - | 400 | 294 | 43 | 337 |
| 1953 | - | - | - | - | - | - | - | - | 18,455 | - | 415 | 300 | 44 | 344 |
| 1954 | - | - | - | - | - | - | - | - | 19,313 | - | 425 | 299 | 45 | 344 |
| 1955 | - | - | - | - | - | - | - | - | 20,111 | - | 435 | 301 | 46 | 347 |
| 1956 | - | - | - | - | - | - | - | - | 21,439 | - | 445 | 298 | 48 | 346 |
| Syracuse, N. Y. h | | | | | | | | | | | | | | |
| 1950 | - | - | - | - | - | - | - | - | 16,399 | - | 318 | 304 | 52 | 356 |
| 1951 | - | - | - | - | - | - | - | - | 17,127 | - | 322 | 317 | 53 | 370 |
| 1952 | - | - | - | - | - | - | - | - | 18,527 | - | 328 | 323 | 56 | 379 |
| 1953 | - | - | - | - | - | - | - | - | 18,697 | - | 336 | 325 | 56 | 381 |
| 1954 | - | - | - | - | - | - | - | - | 18,212 | - | 344 | 321 | 53 | 374 |
| 1955 | - | - | - | - | - | - | - | - | 19,049 | - | 354 | 330 | 54 | 384 |
| 1956 | - | - | - | - | - | - | - | - | 19,434 | - | 363 | 332 | 54 | 386 |

Table 5.--Annual sales, milkfat test, population and per capita consumption of fluid milk and cream products by marketing areas, 1950-59--Continued

| Area and Year | Annual per capita consumption | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Whole milk | | | Skim milk | | | | Cream | | | | |
| | Plain | [b] Yogurt | [c] Flavored | [d] Plain | [d] Fortified | [c] Flavored | Buttermilk | Mixtures | Eggnog | Light | Sour | Heavy |
| | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds |
| NEW ENGLAND: (Continued) | | | | | | | | | | | | |
| Southeastern New England | | | | | | | | | | | | |
| 1959 | 325 | - | 4.69 | 5.33 | .72 | 4.19 | .89 | 2.50 | 2.96 | 4.57 | .14 | 3.94 |
| Connecticut [i] | | | | | | | | | | | | |
| 1950 | 313 | - | - | 3.27 | - | 6.68 | 1.45 | - | - | 4.58 | .36 | 3.11 |
| 1951 | 322 | - | - | 4.15 | - | 7.84 | 1.60 | - | - | 4.70 | .41 | 3.04 |
| 1952 | 329 | - | - | 4.95 | - | 7.92 | 1.83 | .87 | - | 3.97 | .45 | 2.86 |
| 1953 | 322 | - | - | 4.85 | - | 7.81 | 1.72 | .86 | - | 3.67 | .53 | 2.69 |
| 1954 | 318 | - | - | 5.22 | - | 7.12 | 1.62 | 1.00 | - | 3.46 | .68 | 2.50 |
| 1955 | 331 | - | - | 6.00 | - | 7.65 | 1.77 | 1.29 | - | 3.44 | .86 | 2.3[illegible] |
| 1956 | 341 | - | - | 7.04 | - | 7.58 | 1.65 | 1.75 | - | 3.33 | 1.10 | 2.18 |
| 1957 | 340 | - | - | 8.29 | - | 6.78 | 1.71 | 2.01 | - | 3.3[illegible] | 1.00 | 1.93 |
| 1958 | 320 | - | - | 8.65 | - | 5.67 | 1.52 | 2.26 | - | 3.06 | 1.20 | 1.64 |
| 1959 | 314 | - | - | 7.15 | - | 5.58 | 1.35 | 3.44 | - | 3.04 | 1.32 | 1.52 |
| MIDDLE ATLANTIC: | | | | | | | | | | | | |
| New York Metropolitan, N.Y. | | | | | | | | | | | | |
| 1950 | 334 | - | - | - | - | - | - | - | - | - | - | 8.46 |
| 1951 | 329 | - | - | - | - | - | - | - | - | - | - | 8.14 |
| 1952 | 331 | - | - | - | - | - | - | - | - | - | - | 7.61 |
| 1953 | 324 | - | - | - | - | - | - | - | - | - | - | 7.5[illegible] |
| 1954 | 320 | - | - | - | - | - | - | - | - | - | - | 7.33 |
| 1955 | 324 | - | - | - | - | - | - | - | - | - | - | 7.19 |
| 1956 | 325 | - | - | - | - | - | - | - | - | - | - | 7.17 |
| 1957 | 321 | - | - | - | - | - | - | - | - | - | - | 6.94 |
| 1958 | 316 | - | - | 4.59 | - | - | - | - | - | - | - | 6.63 |
| 1959 | 317 | - | - | 5.43 | - | - | - | - | - | - | - | 6.24 |
| Niagara Frontier, N. Y. [h] | | | | | | | | | | | | |
| 1950 | 287 | - | - | - | - | - | - | - | - | - | - | 39.65 |
| 1951 | 293 | - | - | - | - | - | - | - | - | - | - | 40.49 |
| 1952 | 295 | - | - | - | - | - | - | - | - | - | - | 39.21 |
| 1953 | 301 | - | - | - | - | - | - | - | - | - | - | 38.91 |
| 1954 | 302 | - | - | - | - | - | - | - | - | - | - | 36.52 |
| 1955 | 315 | - | - | - | - | - | - | - | - | - | - | 37.00 |
| 1956 | 321 | - | - | - | - | - | - | - | - | - | - | 36.71 |
| 1957 | 317 | - | - | 8.13 | - | - | 5.85 | - | - | - | - | 35.40 |
| 1958 | 306 | - | - | 7.37 | - | - | - | - | - | - | - | 32.25 |
| 1959 | 295 | .05 | 6.82 | 6.39 | .98 | 2.44 | 2.95 | 2.55 | - | - | - | 3.01 |
| Rochester, N. Y. [h] | | | | | | | | | | | | |
| 1950 | 296 | - | - | - | - | - | - | - | - | - | - | 35.69 |
| 1951 | 295 | - | - | - | - | - | - | - | - | - | - | 35.38 |
| 1952 | 295 | - | - | - | - | - | - | - | - | - | - | 33.34 |
| 1953 | 295 | - | - | - | - | - | - | - | - | - | - | 32.88 |
| 1954 | 300 | - | - | - | - | - | - | - | - | - | - | 31.55 |
| 1955 | 304 | - | - | - | - | - | - | - | - | - | - | 31.70 |
| 1956 | 310 | - | - | - | - | - | - | - | - | - | - | 32.25 |
| 1957 | 308 | - | - | - | - | - | - | - | - | - | - | 31.90 |
| 1958 | 294 | .03 | 3.66 | 16.01 | 2.99 | 6.66 | 1.86 | 2.16 | .52 | 1.90 | .56 | 1.07 |
| 1959 | 292 | .04 | 3.69 | 16.79 | 2.94 | 6.12 | 1.81 | 2.42 | .61 | 1.72 | .65 | 1.06 |
| Middle Hudson, N. Y. [h] | | | | | | | | | | | | |
| 1950 | - | - | - | - | - | - | - | - | - | - | - | - |
| 1951 | - | - | - | - | - | - | - | - | - | - | - | - |
| 1952 | - | - | - | - | - | - | - | - | - | - | - | - |
| 1953 | - | - | - | - | - | - | - | - | - | - | - | - |
| 1954 | - | - | - | - | - | - | - | - | - | - | - | - |
| 1955 | - | - | - | - | - | - | - | - | - | - | - | - |
| 1956 | - | - | - | - | - | - | - | - | - | - | - | - |
| Syracuse, N. Y. [h] | | | | | | | | | | | | |
| 1950 | - | - | - | - | - | - | - | - | - | - | - | - |
| 1951 | - | - | - | - | - | - | - | - | - | - | - | - |
| 1952 | - | - | - | - | - | - | - | - | - | - | - | - |
| 1953 | - | - | - | - | - | - | - | - | - | - | - | - |
| 1954 | - | - | - | - | - | - | - | - | - | - | - | - |
| 1955 | - | - | - | - | - | - | - | - | - | - | - | - |
| 1956 | - | - | - | - | - | - | - | - | - | - | - | - |

Table 5.--Annual sales, milkfat test, population and per capita consumption of fluid milk and cream products by marketing areas, 1950-59

| Area and Year | Annual sales for fluid use a | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Whole milk | | | | | | Skim milk | | | | | | | |
| | Plain | | Yogurt b | | Flavored c | | Plain d | | Fortified d | | Flavored c | | Buttermilk | |
| | Sales | Fat | Sales | Fat | Sales | Fat | Sales | Fat | Sales | Fat | Sales | Fat | Sales | Fat |
| | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. |
| MIDDLE ATLANTIC: (Continued) | | | | | | | | | | | | | | |
| Binghamton, N. Y. h | | | | | | | | | | | | | | |
| 1950 | 57,200 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1951 | 58,800 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1952 | 60,000 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1953 | 60,400 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1954 | 61,700 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1955 | 63,816 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1956 | 66,513 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| New Jersey | | | | | | | | | | | | | | |
| 1950 | 1,430,428 | - | - | - | - | - | - | - | - | - | 19,628 | - | 12,417 | - |
| 1951 | 1,468,984 | - | - | - | - | - | - | - | - | - | 21,544 | - | 13,996 | - |
| 1952 | 1,517,048 | - | - | - | - | - | - | - | - | - | 22,262 | - | 15,945 | - |
| 1953 | 1,549,063 | - | - | - | - | - | 14,220 | - | - | - | 23,058 | - | 16,650 | - |
| 1954 | 1,583,819 | - | - | - | - | - | 31,049 | - | - | - | 20,293 | - | 15,535 | - |
| 1955 | 1,654,354 | - | - | - | - | - | 30,329 | - | - | - | 22,107 | - | 16,586 | - |
| 1956 | 1,713,174 | - | - | - | - | - | 35,615 | - | - | - | 20,868 | - | 15,745 | - |
| 1957 | 1,748,336 | - | - | - | - | - | 36,296 | - | - | - | 20,952 | - | 16,538 | - |
| 1958 | 1,735,532 | - | - | - | - | - | 45,576 | - | - | - | 17,148 | - | 14,084 | - |
| 1959 | 1,785,377 | - | - | - | - | - | 55,086 | - | - | - | 17,475 | - | 15,494 | - |
| Allegheny County (Pittsburgh), Pa. | | | | | | | | | | | | | | |
| 1950 | 368,592 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1951 | 404,705 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1952 | 410,231 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1953 | 415,133 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1954 | 415,206 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1955 | 431,729 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1956 | 443,091 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1957 | 455,247 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1958 | 446,878 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1959 | 452,100 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Philadelphia, Pa. | | | | | | | | | | | | | | |
| 1950 | 699,012 | 3.82 | - | - | - | - | 8,744 | .34 | - | - | 17,280 | 2.99 | 9,127 | 1.75 |
| 1951 | 698,738 | 3.80 | - | - | - | - | 10,458 | .43 | - | - | 18,658 | 2.71 | 10,011 | 1.78 |
| 1952 | 699,477 | 3.79 | - | - | - | - | 12,534 | .39 | - | - | 18,745 | 2.56 | 10,301 | 1.78 |
| 1953 | 704,104 | 3.79 | - | - | - | - | 13,862 | .37 | - | - | 19,633 | 2.41 | 9,959 | 1.67 |
| 1954 | 711,623 | 3.79 | - | - | - | - | 15,701 | .39 | - | - | 18,694 | 2.40 | 9,362 | 1.62 |
| 1955 | 720,476 | 3.78 | - | - | - | - | 19,074 | .38 | - | - | 18,767 | 2.36 | 9,504 | 1.64 |
| 1956 | 722,634 | 3.76 | - | - | - | - | 19,985 | .38 | - | - | 17,352 | 2.36 | 8,740 | 1.65 |
| 1957 | 724,505 | 3.75 | 301 | 3.43 | 6,221 | 3.30 | 16,528 | .32 | 6,285 | .37 | 10,138 | 1.94 | 8,438 | 1.63 |
| 1958 | 763,024 | 3.74 | 356 | 3.54 | 7,882 | 3.40 | 18,542 | .22 | 6,439 | .40 | 7,848 | 2.00 | 7,714 | 1.57 |
| 1959 | 767,329 | 3.71 | 580 | 3.48 | 8,680 | 3.38 | 20,714 | .13 | 7,428 | .39 | 7,464 | 2.01 | 7,891 | 1.62 |
| EAST NORTH CENTRAL: | | | | | | | | | | | | | | |
| Akron-Stark County, Ohio | | | | | | | | | | | | | | |
| 1955 | 256,945 | 3.53 | - | - | - | - | 9,977 | 1.34 | - | - | 9,995 | 2.61 | 6,606 | 1.21 |
| 1956 | 267,617 | 3.52 | - | - | - | - | 11,669 | 1.39 | - | - | 10,629 | 2.73 | 6,228 | 1.29 |
| 1957 | 275,210 | 3.51 | - | - | 3,796 | 3.79 | 2,784 | .09 | 10,965 | 1.76 | 6,460 | 2.20 | 6,351 | 1.32 |
| 1958 | 269,568 | 3.51 | - | - | 3,933 | 3.79 | 2,867 | .10 | 14,182 | 1.81 | 4,863 | 2.19 | 5,790 | 1.39 |
| Cleveland, Ohio | | | | | | | | | | | | | | |
| 1957 | 647,145 | 3.57 | k | - | 7,038 | 3.59 | 13,561 | .06 | - | - | 11,654 | 2.09 | 13,097 | 1.45 |
| 1958 | 643,164 | 3.55 | - | - | 9,690 | 3.51 | 13,834 | .04 | 4,844 | 1.14 | 7,717 | 2.10 | 11,753 | 1.30 |
| Northeastern Ohio | | | | | | | | | | | | | | |
| 1959 | 913,020 | 3.53 | k | - | 17,783 | 3.55 | 16,216 | .05 | 26,737 | 1.58 | 11,820 | 2.10 | 18,304 | 1.34 |
| Cincinnati, Ohio | | | | | | | | | | | | | | |
| 1957 | 216,416 | 3.53 | k | - | 6,633 | 3.40 | 4,371 | .14 | 4,117 | 1.78 | 5,829 | 1.76 | 6,901 | 1.38 |
| 1958 | 214,397 | 3.52 | - | - | 6,443 | 3.42 | 3,422 | .15 | 9,228 | 1.70 | 4,907 | 1.72 | 6,589 | 1.53 |
| 1959 | 299,234 | 3.54 | - | - | 10,548 | 3.51 | 4,308 | .29 | 12,994 | 1.67 | 5,933 | 1.94 | 9,229 | 1.83 |
| Columbus, Ohio | | | | | | | | | | | | | | |
| 1957 | 191,731 | 3.58 | - | - | 3,379 | 3.44 | 816 | .07 | 5,288 | .44 | 5,106 | 2.02 | 4,407 | .86 |
| 1958 | 191,620 | 3.52 | - | - | 4,047 | 3.63 | 691 | .11 | 6,242 | .44 | 4,313 | 2.06 | 4,164 | .89 |
| 1959 | 234,307 | 3.51 | 1 | 3.55 | 7,122 | 3.65 | 783 | .08 | 8,337 | .47 | 4,649 | 2.06 | 4,853 | 1.02 |

Table 5.--Annual sales, milkfat test, population and per capita consumption of fluid milk and cream products by marketing areas, 1950-59--Continued

| Area and Year | Annual sales for fluid use a | | | | | | | | | | Estimated population | Annual per capita cons. | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Cream | | | | | | | | | | | Whole and skim milk | Milk equivalent e | |
| | Mixtures | | Eggnog | | Light | | Sour | | Heavy | | | | Cream | All fluid items f |
| | Sales | Fat | Sales | Fat | Sales | Fat | Sales | Fat | Sales | Fat | | | | |
| | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | Thous. | Pounds | Pounds | Pounds |
| MIDDLE ATLANTIC: (Continued) | | | | | | | | | | | | | | |
| Binghamton, N. Y. h | | | | | | | | | | | | | | |
| 1950 | - | - | - | - | 10,100 | - | - | - | - | - | 169 | 338 | 60 | 398 |
| 1951 | - | - | - | - | 10,200 | - | - | - | - | - | 172 | 342 | 59 | 401 |
| 1952 | - | - | - | - | 10,300 | - | - | - | - | - | 174 | 345 | 59 | 404 |
| 1953 | - | - | - | - | 10,100 | - | - | - | - | - | 176 | 343 | 57 | 400 |
| 1954 | - | - | - | - | 10,400 | - | - | - | - | - | 179 | 345 | 58 | 403 |
| 1955 | - | - | - | - | 10,806 | - | - | - | - | - | 181 | 353 | 60 | 413 |
| 1956 | - | - | - | - | 10,136 | - | - | - | - | - | 184 | 361 | 55 | 416 |
| New Jersey | | | | | | | | | | | | | | |
| 1950 | 629 | 10.33 | - | - | 10,791 | 19.37 | 9,460 | 18.62 | 14,202 | 39.50 | 4,800 | 306 | 53 | 351 |
| 1951 | 661 | 10.33 | - | - | 11,339 | 19.37 | 9,940 | 18.62 | 14,923 | 39.50 | 4,920 | 307 | 54 | 352 |
| 1952 | 651 | 10.33 | - | - | 11,171 | 19.37 | 9,793 | 18.62 | 14,701 | 39.50 | 5,000 | 312 | 52 | 356 |
| 1953 | 1,106 | 10.14 | - | - | 12,797 | 19.56 | 9,848 | 18.68 | 15,410 | 39.52 | 5,090 | 315 | 55 | 358 |
| 1954 | 1,108 | 10.14 | - | - | 12,820 | 19.56 | 9,865 | 18.68 | 15,437 | 39.52 | 5,200 | 317 | 54 | 362 |
| 1955 | 13,124 | 10.02 | - | - | 12,116 | 19.66 | 9,013 | 18.54 | 12,826 | 38.93 | 5,320 | 324 | 52 | 361 |
| 1956 | 12,784 | 10.02 | - | - | 11,802 | 19.66 | 8,780 | 18.54 | 12,053 | 39.51 | 5,480 | 327 | 49 | 366 |
| 1957 | 23,962 | 10.01 | - | - | 10,597 | 19.58 | 8,758 | 18.33 | 9,732 | 39.45 | 5,580 | 328 | 47 | 365 |
| 1958 | 22,765 | 10.01 | - | - | 10,068 | 19.58 | 8,321 | 18.33 | 9,246 | 39.45 | 5,740 | 317 | 44 | 351 |
| 1959 | 26,124 | 10.05 | - | - | 11,436 | 19.50 | 7,456 | 18.19 | 8,660 | 39.44 | 5,930 | 316 | 43 | 348 |
| Allegheny County (Pittsburgh), Pa. | | | | | | | | | | | | | | |
| 1950 | - | - | - | - | - | - | - | - | 8,529 | - | 1,515 | - | - | - |
| 1951 | - | - | - | - | - | - | - | - | 8,353 | - | 1,525 | - | - | - |
| 1952 | - | - | - | - | - | - | - | - | 8,469 | - | 1,535 | - | - | - |
| 1953 | - | - | - | - | - | - | - | - | 7,613 | - | 1,545 | - | - | - |
| 1954 | - | - | - | - | - | - | - | - | 6,891 | - | 1,555 | - | - | - |
| 1955 | - | - | - | - | - | - | - | - | 6,863 | - | 1,570 | - | - | - |
| 1956 | - | - | - | - | - | - | - | - | 7,389 | - | 1,570 | - | - | - |
| 1957 | - | - | - | - | - | - | - | - | 7,887 | - | 1,580 | - | - | - |
| 1958 | - | - | - | - | - | - | - | - | 7,756 | - | 1,590 | - | - | - |
| 1959 | - | - | - | - | - | - | - | - | 7,646 | - | 1,620 | - | - | - |
| Philadelphia, Pa. | | | | | | | | | | | | | | |
| 1950 | 460 | 8.09 | 644 | 8.45 | 13,958 | 20.63 | 1,474 | 18.86 | 1,952 | 38.86 | 2,600 | 282 | 40 | 311 |
| 1951 | 176 | 8.97 | 651 | 8.55 | 14,755 | 20.59 | 1,464 | 18.91 | 1,573 | 39.77 | 2,590 | 285 | 39 | 304 |
| 1952 | 166 | 9.37 | 729 | 8.29 | 14,441 | 20.60 | 1,481 | 18.90 | 1,495 | 39.33 | 2,610 | 284 | 39 | 310 |
| 1953 | 151 | 10.72 | 849 | 8.23 | 14,523 | 20.66 | 1,473 | 19.03 | 1,461 | 39.73 | 2,630 | 284 | 39 | 309 |
| 1954 | 330 | 11.71 | 900 | 8.18 | 13,894 | 20.60 | 1,428 | 19.19 | 1,408 | 39.69 | 2,660 | 284 | 37 | 308 |
| 1955 | 461 | 11.08 | 1,003 | 7.98 | 13,889 | 20.46 | 1,337 | 19.20 | 1,376 | 39.70 | 2,670 | 288 | 37 | 309 |
| 1956 | 1,025 | 11.34 | 1,198 | 7.84 | 13,827 | 20.30 | 1,286 | 19.08 | 1,441 | 39.74 | 2,680 | 287 | 37 | 307 |
| 1957 | 1,743 | 11.49 | 1,304 | 8.16 | 12,723 | 20.34 | 1,318 | 19.20 | 1,351 | 39.69 | 2,700 | 286 | 36 | 310 |
| 1958 | 2,894 | 11.14 | 1,183 | 8.46 | 12,086 | 20.38 | 1,295 | 19.14 | 1,398 | 40.54 | 2,910 | 279 | 33 | 282 |
| 1959 | 4,043 | 11.48 | 1,549 | 8.15 | 11,163 | 20.27 | 1,247 | 18.96 | 1,399 | 39.73 | 2,930 | 280 | 33 | 299 |
| EAST NORTH CENTRAL: | | | | | | | | | | | | | | |
| Akron-Stark County, Ohio | | | | | | | | | | | | | | |
| 1955 | 4,047 | 11.30 | 101 | 14.40 | 1,532 | 18.87 | 343 | 18.35 | 515 | 34.55 | 810 | 350 | 34 | 360 |
| 1956 | 4,458 | 11.26 | 172 | 11.60 | 1,405 | 18.84 | 360 | 18.32 | 510 | 34.88 | 830 | 357 | 34 | 366 |
| 1957 | 4,721 | 11.30 | 160 | 12.00 | 1,274 | 18.80 | 439 | 18.30 | 481 | 34.90 | 850 | 359 | 34 | 369 |
| 1958 | 4,734 | 11.25 | 174 | 9.59 | 1,108 | 18.74 | 524 | 18.32 | 406 | 34.91 | 870 | 346 | 32 | 352 |
| Cleveland, Ohio | | | | | | | | | | | | | | |
| 1957 | 7,610 | 11.18 | 554 | 11.76 | 9,095 | 18.14 | 2,133 | 18.17 | 1,170 | 35.29 | 1,900 | 365 | 48 | 384 |
| 1958 | 7,777 | 11.33 | 700 | 12.14 | 8,232 | 18.07 | 2,325 | 18.12 | 977 | 35.78 | 1,950 | 355 | 45 | 371 |
| Northeastern Ohio | | | | | | | | | | | | | | |
| 1959 | 14,073 | 11.47 | 815 | 11.93 | 8,271 | 18.14 | 3,391 | 17.71 | 1,355 | 34.22 | 2,880 | 349 | 40 | 358 |
| Cincinnati, Ohio | | | | | | | | | | | | | | |
| 1957 | 2,334 | 10.88 | 457 | 8.56 | 2,269 | 19.23 | 183 | 18.53 | 341 | 32.51 | 825 | 296 | 28 | 288 |
| 1958 | 2,770 | 11.19 | 508 | 8.87 | 1,942 | 19.15 | 288 | 18.46 | 342 | 33.41 | 840 | 292 | 28 | 282 |
| 1959 | 3,948 | 11.27 | 591 | 8.92 | 2,021 | 19.13 | 410 | 18.67 | 422 | 33.09 | 1,185 | 289 | 25 | 282 |
| Columbus, Ohio | | | | | | | | | | | | | | |
| 1957 | 3,188 | 11.33 | 233 | 7.39 | 2,023 | 18.26 | 117 | 18.16 | 290 | 32.91 | 530 | 398 | 43 | 401 |
| 1958 | 3,429 | 11.40 | 560 | 3.96 | 1,746 | 18.20 | 286 | 19.00 | 280 | 33.81 | 540 | 391 | 43 | 388 |
| 1959 | 4,227 | 11.39 | 331 | 5.81 | 1,681 | 18.17 | 469 | 18.84 | 349 | 33.42 | 800 | 325 | 33 | 319 |

Table 5.--Annual sales, milkfat test, population and per capita consumption of fluid milk and cream products by marketing areas, 1950-59 --Continued

| Area and Year | Annual per capita consumption | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Whole milk | | | Skim milk | | | | Cream | | | | |
| | Plain | b Yogurt | c Flavored | d Plain | d Fortified | c Flavored | Butter-milk | Mixtures | Eggnog | Light | Sour | Heavy |
| | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds |
| MIDDLE ATLANTIC: (Continued) | | | | | | | | | | | | |
| Binghamton, N. Y. h | | | | | | | | | | | | |
| 1950 | - | - | - | - | - | - | - | - | - | - | - | - |
| 1951 | - | - | - | - | - | - | - | - | - | - | - | - |
| 1952 | - | - | - | - | - | - | - | - | - | - | - | - |
| 1953 | - | - | - | - | - | - | - | - | - | - | - | - |
| 1954 | - | - | - | - | - | - | - | - | - | - | - | - |
| 1955 | - | - | - | - | - | - | - | - | - | - | - | - |
| 1956 | - | - | - | - | - | - | - | - | - | - | - | - |
| New Jersey | | | | | | | | | | | | |
| 1950 | 298 | - | - | - | - | 4.09 | 2.59 | .13 | - | 2.25 | 1.97 | 2.96 |
| 1951 | 299 | - | - | - | - | 4.38 | 2.84 | .13 | - | 2.30 | 2.02 | 3.03 |
| 1952 | 303 | - | - | - | - | 4.45 | 3.19 | .13 | - | 2.23 | 1.96 | 2.94 |
| 1953 | 304 | - | - | 2.79 | - | 4.53 | 3.27 | .22 | - | 2.51 | 1.93 | 3.03 |
| 1954 | 305 | - | - | 5.97 | - | 3.90 | 2.99 | .21 | - | 2.47 | 1.90 | 2.97 |
| 1955 | 311 | - | - | 5.70 | - | 4.16 | 3.12 | 2.47 | - | 2.28 | 1.69 | 2.41 |
| 1956 | 313 | - | 1.02 | 6.50 | - | 3.81 | 2.87 | 2.33 | - | 2.15 | 1.60 | 2.20 |
| 1957 | 313 | - | 1.04 | 6.50 | - | 3.75 | 2.96 | 4.29 | - | 1.90 | 1.57 | 1.74 |
| 1958 | 302 | - | .88 | 7.94 | - | 2.99 | 2.45 | 3.97 | - | 1.75 | 1.45 | 1.61 |
| 1959 | 301 | - | - | 9.29 | - | 2.95 | 2.61 | 4.41 | - | 1.93 | 1.26 | 1.46 |
| Allegheny County (Pittsburgh), Pa. | | | | | | | | | | | | |
| 1950 | 243 | - | - | - | - | - | - | - | - | - | - | 5.63 |
| 1951 | 265 | - | - | - | - | - | - | - | - | - | - | 5.48 |
| 1952 | 267 | - | - | - | - | - | - | - | - | - | - | 5.52 |
| 1953 | 269 | - | - | - | - | - | - | - | - | - | - | 4.93 |
| 1954 | 267 | - | - | - | - | - | - | - | - | - | - | 4.43 |
| 1955 | 275 | - | - | - | - | - | - | - | - | - | - | 4.37 |
| 1956 | 282 | - | - | - | - | - | - | - | - | - | - | 4.71 |
| 1957 | 288 | - | - | - | - | - | - | - | - | - | - | 4.99 |
| 1958 | 281 | - | - | - | - | - | - | - | - | - | - | 4.88 |
| 1959 | 279 | - | - | - | - | - | - | - | - | - | - | 4.72 |
| Philadelphia, Pa. | | | | | | | | | | | | |
| 1950 | 269 | - | - | 3.36 | - | 6.65 | 3.51 | .18 | .25 | 5.37 | .57 | .75 |
| 1951 | 270 | - | - | 4.04 | - | 7.20 | 3.87 | .07 | .25 | 5.70 | .57 | .61 |
| 1952 | 268 | - | - | 4.80 | - | 7.18 | 3.95 | .06 | .28 | 5.53 | .57 | .57 |
| 1953 | 268 | - | - | 5.27 | - | 7.47 | 3.79 | .06 | .32 | 5.52 | .56 | .56 |
| 1954 | 268 | - | - | 5.90 | - | 7.03 | 3.52 | .12 | .34 | 5.22 | .54 | .53 |
| 1955 | 270 | - | - | 7.14 | - | 7.03 | 3.56 | .17 | .38 | 5.20 | .50 | .52 |
| 1956 | 270 | - | - | 7.46 | - | 6.47 | 3.26 | .38 | .45 | 5.16 | .48 | .54 |
| 1957 | 268 | .11 | 2.30 | 6.12 | 2.33 | 3.75 | 3.13 | .65 | .48 | 4.71 | .49 | .50 |
| 1958 | 262 | .12 | 2.71 | 6.37 | 2.21 | 2.70 | 2.65 | .99 | .41 | 4.15 | .45 | .48 |
| 1959 | 262 | .20 | 2.96 | 7.07 | 2.54 | 2.55 | 2.69 | 1.38 | .53 | 3.81 | .43 | .48 |
| EAST NORTH CENTRAL: | | | | | | | | | | | | |
| Akron-Stark County, Ohio | | | | | | | | | | | | |
| 1955 | 317 | - | - | 12.32 | - | 12.34 | 8.16 | 5.00 | .12 | 1.89 | .42 | .64 |
| 1956 | 322 | - | - | 14.06 | - | 12.81 | 7.50 | 5.37 | .21 | 1.69 | .43 | .61 |
| 1957 | 324 | - | 4.47 | 3.28 | 12.90 | 7.60 | 7.47 | 5.55 | .19 | 1.50 | .52 | .57 |
| 1958 | 310 | - | 4.52 | 3.30 | 16.30 | 5.59 | 6.66 | 5.44 | .20 | 1.27 | .60 | .47 |
| Cleveland, Ohio | | | | | | | | | | | | |
| 1957 | 341 | k | 3.70 | 7.14 | - | 6.13 | 6.89 | 4.01 | .29 | 4.79 | 1.12 | .62 |
| 1958 | 330 | - | 4.97 | 7.09 | 2.48 | 3.96 | 6.03 | 3.99 | .36 | 4.22 | 1.19 | .50 |
| Northeastern Ohio | | | | | | | | | | | | |
| 1959 | 317 | k | 6.17 | 5.63 | 9.28 | 4.10 | 6.36 | 4.89 | .28 | 2.87 | 1.18 | .47 |
| Cincinnati, Ohio | | | | | | | | | | | | |
| 1957 | 262 | k | 8.04 | 5.30 | 4.99 | 7.07 | 8.36 | 2.83 | .55 | 2.75 | .22 | .41 |
| 1958 | 255 | - | 7.67 | 4.07 | 10.99 | 5.84 | 7.84 | 3.30 | .60 | 2.31 | .34 | .41 |
| 1959 | 253 | - | 8.90 | 3.64 | 10.97 | 5.01 | 7.79 | 3.33 | .50 | 1.71 | .35 | .36 |
| Columbus, Ohio | | | | | | | | | | | | |
| 1957 | 362 | - | 6.38 | 1.54 | 9.98 | 9.63 | 8.32 | 6.02 | .44 | 3.82 | .22 | .55 |
| 1958 | 355 | - | 7.49 | 1.28 | 11.56 | 7.99 | 7.71 | 6.35 | 1.04 | 3.23 | .53 | .52 |
| 1959 | 293 | - | 8.90 | .98 | 10.42 | 5.81 | 6.07 | 5.28 | .41 | 2.10 | .59 | .44 |

Table 5.--Annual sales, milkfat test, population and per capita consumption of fluid milk and cream products by marketing areas, 1950-59

| Area and Year | Annual sales for fluid use a | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Whole milk | | | | | | Skim milk | | | | | | | |
| | Plain | | Yogurt b | | Flavored c | | Plain d | | Fortified d | | Flavored c | | Buttermilk | |
| | Sales | Fat | Sales | Fat | Sales | Fat | Sales | Fat | Sales | Fat | Sales | Fat | Sales | Fat |
| | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. |
| EAST NORTH CENTRAL: (Continued) | | | | | | | | | | | | | | |
| Dayton-Springfield, Ohio | | | | | | | | | | | | | | |
| 1958 | 204,659 | 3.54 | 2.06 | 3.88 | 5,140 | 4.05 | 1,940 | .73 | 10,655 | 1.34 | 2,977 | 2.34 | 5,801 | 1.58 |
| 1959 | 215,037 | 3.52 | 9.81 | 3.53 | 5,705 | 4.00 | 960 | - | 11,892 | 1.42 | 2,841 | 2.35 | 5,957 | 1.55 |
| Toledo, Ohio | | | | | | | | | | | | | | |
| 1958 | 179,360 | 3.52 | - | - | 6,658 | 3.61 | 4,945 | .22 | 638 | 1.91 | - | - | 2,651 | 1.06 |
| 1959 | 181,028 | 3.52 | - | - | 6,962 | 3.61 | 4,996 | .09 | 1,629 | 2.01 | 5 | 2.04 | 2,672 | 1.15 |
| Ft. Wayne, Ind. | | | | | | | | | | | | | | |
| 1957 | 45,095 | 3.56 | - | - | 33 | 3.28 | 743 | .13 | 1,265 | 1.65 | 1,716 | 1.88 | 623 | .85 |
| 1958 | 45,277 | 3.54 | - | - | 3 | 3.52 | 726 | .22 | 1,340 | 1.66 | 1,600 | 1.92 | 599 | .88 |
| 1959 | 45,419 | 3.54 | - | - | 69 | 3.50 | 960 | 1.41 | 1,708 | 1.24 | 1,659 | 2.05 | 638 | .82 |
| South Bend, Ind. | | | | | | | | | | | | | | |
| 1959 | 118,803 | 3.58 | - | - | 3,012 | 3.49 | 1,589 | .24 | 8,094 | 2.00 | 2,044 | 2.05 | 1,508 | 1.02 |
| Chicago, Ill.-Ind. | | | | | | | | | | | | | | |
| 1951 | 1,614,015 | 3.56 | - | - | - | - | 22,947 | .57 | - | - | 49,416 | 2.14 | 41,509 | 1.52 |
| 1952 | 1,645,112 | 3.55 | - | - | - | - | 33,829 | 1.03 | - | - | 45,751 | 2.22 | 41,908 | 1.44 |
| 1953 | 1,619,180 | 3.54 | - | - | - | - | 37,811 | 1.01 | - | - | 43,650 | 2.15 | 44,180 | 1.55 |
| 1954 | 1,693,033 | 3.54 | - | - | - | - | 44,869 | 1.07 | - | - | 44,011 | 2.36 | 42,725 | 1.56 |
| 1955 | 1,755,034 | 3.54 | - | - | - | - | 51,896 | 1.12 | - | - | 47,263 | 2.52 | 43,947 | 1.55 |
| 1956 | 1,827,344 | 3.52 | - | - | - | - | 61,746 | 1.06 | - | - | 52,929 | 2.59 | 42,049 | 1.58 |
| 1957 | 1,830,464 | 3.52 | k | - | 40,977 | 3.36 | 15,063 | .22 | 57,861 | 1.43 | 16,737 | 1.51 | 41,165 | 1.55 |
| 1958 | 1,818,347 | 3.51 | - | - | 43,073 | 3.39 | 16,913 | .25 | 68,654 | 1.46 | 10,552 | 1.62 | 37,575 | 1.60 |
| 1959 | 1,826,975 | 3.50 | - | - | 47,647 | 3.44 | 23,303 | .40 | 78,088 | 1.56 | 9,626 | 1.58 | 37,889 | 1.54 |
| Detroit, Mich. | | | | | | | | | | | | | | |
| 1952 | 961,493 | 3.60 | - | - | - | - | 11,014 | .34 | - | - | 39,342 | 3.36 | 31,338 | 1.25 |
| 1953 | 1,015,492 | 3.60 | - | - | - | - | 14,803 | .34 | - | - | 44,092 | 3.33 | 34,342 | 1.28 |
| 1954 | 1,040,238 | 3.60 | - | - | - | - | 17,181 | .30 | - | - | 40,387 | 3.34 | 32,997 | 1.32 |
| 1955 | 1,114,139 | 3.55 | - | - | - | - | 19,187 | .29 | - | - | 45,306 | 3.36 | 34,678 | 1.32 |
| 1956 | 1,129,507 | 3.53 | - | - | - | - | 21,410 | .28 | - | - | 41,751 | 3.45 | 31,180 | 1.35 |
| 1957 | 1,145,107 | 3.53 | 454 | 3.12 | 39,213 | 3.44 | - | - | 25,646 | .29 | - | - | 28,516 | 1.34 |
| 1958 | 1,143,188 | 3.52 | 428 | 3.12 | 33,755 | 3.47 | - | - | 28,593 | .30 | - | - | 24,608 | 1.33 |
| 1959 | 1,149,046 | 3.54 | 418 | 3.12 | 35,466 | 3.49 | 1,171 | .11 | 32,113 | .31 | - | - | 24,503 | 1.37 |
| Michigan Upper Peninsula | | | | | | | | | | | | | | |
| 1959 | 88,013 | 3.56 | - | - | 3,100 | 3.52 | 1,819 | .16 | 902 | .40 | - | - | 1,624 | 1.02 |
| Northeastern Wisconsin | | | | | | | | | | | | | | |
| 1959 | 250,031 | 3.53 | - | - | 14,521 | 3.55 | 7,238 | .72 | 8,212 | 1.19 | 431 | 2.02 | 3,442 | 1.06 |
| Milwaukee, Wis. | | | | | | | | | | | | | | |
| 1954 | 283,668 | 3.56 | - | - | - | - | 9,168 | .56 | - | - | 7,424 | 2.68 | 5,229 | .99 |
| 1955 | 300,064 | 3.55 | - | - | - | - | 10,966 | .57 | - | - | 8,864 | 3.37 | 5,580 | .96 |
| 1956 | 313,302 | 3.53 | - | - | - | - | 13,308 | .72 | - | - | 9,534 | 3.41 | 4,863 | .97 |
| 1957 | 319,424 | 3.50 | 29 | 3.19 | 8,537 | 3.45 | 7,196 | .69 | 10,669 | 1.04 | - | - | 4,458 | .91 |
| 1958 | 316,847 | 3.51 | 60 | 3.27 | 7,271 | 3.50 | 7,655 | .76 | 14,552 | 1.22 | - | - | 4,260 | .95 |
| 1959 | 319,667 | 3.52 | 32 | 3.33 | 7,960 | 3.52 | 8,058 | .71 | 19,372 | 1.31 | - | - | 4,367 | .86 |
| WEST NORTH CENTRAL: | | | | | | | | | | | | | | |
| Minneapolis-St. Paul, Minn. | | | | | | | | | | | | | | |
| 1953 | 359,879 | 3.55 | - | - | - | - | 12,984 | .17 | - | - | 7,971 | 1.54 | 6,374 | .29 |
| 1954 | 380,516 | 3.53 | - | - | - | - | 14,915 | .21 | - | - | 6,986 | 1.60 | 5,971 | .54 |
| 1955 | 402,745 | 3.53 | - | - | - | - | 15,942 | .34 | - | - | 7,381 | 1.75 | 6,394 | 1.03 |
| 1956 | 415,818 | 3.52 | - | - | - | - | 18,839 | .37 | - | - | 6,553 | 1.86 | 5,735 | 1.46 |
| 1957 | 422,765 | 3.51 | 4 | 3.52 | 781 | 3.70 | 4,659 | .21 | 15,688 | .47 | 5,046 | 1.39 | 5,449 | 1.48 |
| 1958 | 423,866 | 3.52 | - | - | 952 | 3.96 | 4,325 | .17 | 24,162 | .81 | 4,387 | 1.40 | 5,129 | 1.15 |
| 1959 | 429,856 | 3.50 | 11 | 3.51 | 2,232 | 3.61 | 5,273 | .26 | 32,571 | .79 | 4,453 | 1.24 | 5,408 | 1.14 |
| Des Moines, Iowa | | | | | | | | | | | | | | |
| 1959 | 161,669 | 3.67 | k | - | 2,214 | 3.73 | 2,780 | .42 | 18,410 | 1.20 | 2,702 | 1.87 | 1,705 | .91 |
| Quad Cities, Ill.-Ia. | | | | | | | | | | | | | | |
| 1957 | 76,221 | 3.45 | 1 | 3.44 | 65 | 3.27 | 1,461 | .05 | 9,709 | 1.50 | 2,061 | 1.81 | 1,457 | .73 |
| 1958 | 76,687 | 3.43 | - | - | 225 | 3.28 | 1,508 | .04 | 10,952 | 1.57 | 2,054 | 2.53 | 1,112 | 1.10 |
| 1959 | 79,069 | 3.44 | - | - | - | - | 1,518 | .02 | 11,680 | 1.54 | 1,919 | 2.69 | 929 | 1.11 |

Table 5.--Annual sales, milkfat test, population and per capita consumption of fluid milk and cream products by marketing areas, 1950-59 --Continued

| Area and Year | Annual sales for fluid use a | | | | | | | | | | Estimated population | Annual per capita cons. | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Cream | | | | | | | | | | | Whole and skim milk | Milk equivalent e | |
| | Mixtures | | Eggnog | | Light | | Sour | | Heavy | | | | Cream | All fluid items f |
| | Sales | Fat | Sales | Fat | Sales | Fat | Sales | Fat | Sales | Fat | | | | |
| | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | Thous. | Pounds | Pounds | Pounds |
| EAST NORTH CENTRAL: (Continued) | | | | | | | | | | | | | | |
| Dayton-Springfield, Ohio | | | | | | | | | | | | | | |
| 1958 | 3,512 | 11.81 | 249 | 6.75 | 1,149 | 19.28 | 216 | 18.89 | 379 | 34.58 | 585 | 395 | 37 | 387 |
| 1959 | 3,710 | 11.86 | 377 | 7.45 | 1,055 | 19.25 | 289 | 18.79 | 384 | 34.83 | 600 | 404 | 38 | 395 |
| Toledo, Ohio | | | | | | | | | | | | | | |
| 1958 | 5,186 | 10.62 | 153 | 10.41 | 408 | 19.21 | 354 | 19.14 | 573 | 35.91 | 620 | 313 | 40 | 328 |
| 1959 | 5,205 | 10.87 | 176 | 10.14 | 340 | 19.05 | 466 | 18.38 | 497 | 35.71 | 630 | 313 | 39 | 327 |
| Ft. Wayne, Ind. | | | | | | | | | | | | | | |
| 1957 | 895 | 12.09 | 50 | 9.02 | 252 | 20.01 | 53 | 18.88 | 93 | 36.19 | 154 | 321 | 36 | 322 |
| 1958 | 912 | 12.29 | 53 | 8.43 | 197 | 20.54 | 73 | 18.88 | 81 | 36.12 | 157 | 316 | 34 | 314 |
| 1959 | 979 | 12.12 | 65 | 5.98 | 163 | 20.29 | 102 | 18.65 | 82 | 36.09 | 160 | 315 | 34 | 314 |
| South Bend, Ind. | | | | | | | | | | | | | | |
| 1959 | 2,621 | 12.31 | 105 | 6.75 | 229 | 20.27 | 357 | 19.02 | 271 | 36.81 | 425 | 318 | 34 | 316 |
| Chicago, Ill.-Ind. | | | | | | | | | | | | | | |
| 1951 | 74,463 | 12.09 | 1,756 | 5.40 | 24,940 | 19.13 | 3,914 | 18.27 | 4,759 | 32.90 | 5,380 | 321 | 81 | 380 |
| 1952 | 73,392 | 12.07 | 2,069 | 5.40 | 20,174 | 19.15 | 5,250 | 18.22 | 4,178 | 33.33 | 5,480 | 322 | 75 | 374 |
| 1953 | 73,675 | 12.10 | 2,376 | 5.53 | 16,948 | 19.03 | 6,009 | 18.24 | 3,865 | 33.77 | 5,570 | 313 | 71 | 360 |
| 1954 | 73,760 | 12.16 | 2,836 | 5.40 | 14,094 | 19.09 | 6,004 | 18.11 | 3,892 | 33.15 | 5,680 | 321 | 67 | 363 |
| 1955 | 75,976 | 12.17 | 3,010 | 5.65 | 12,180 | 18.98 | 6,556 | 17.95 | 4,203 | 33.11 | 5,790 | 328 | 67 | 370 |
| 1956 | 79,374 | 12.11 | 3,044 | 5.58 | 11,642 | 18.83 | 6,931 | 17.95 | 4,227 | 33.31 | 5,970 | 332 | 68 | 378 |
| 1957 | 79,584 | 12.13 | 3,064 | 5.61 | 10,073 | 18.88 | 7,625 | 18.05 | 4,260 | 33.49 | 6,060 | 331 | 66 | 375 |
| 1958 | 78,509 | 12.07 | 3,038 | 6.05 | 8,504 | 18.95 | 8,166 | 18.12 | 3,951 | 33.74 | 6,270 | 318 | 62 | 361 |
| 1959 | 77,402 | 12.03 | 3,199 | 5.83 | 7,616 | 18.84 | 8,962 | 17.98 | 3,705 | 33.87 | 6,380 | 317 | 60 | 353 |
| Detroit, Mich. | | | | | | | | | | | | | | |
| 1952 | 7,392 | 11.12 | 445 | 11.79 | 27,031 | 18.81 | 2,309 | 18.48 | 1,504 | 35.11 | 3,240 | 322 | 58 | 362 |
| 1953 | 11,168 | 11.00 | 557 | 12.26 | 25,125 | 18.75 | 2,316 | 18.40 | 1,638 | 35.24 | 3,320 | 334 | 58 | 374 |
| 1954 | 13,624 | 10.86 | 652 | 13.80 | 21,818 | 18.73 | 2,402 | 18.26 | 1,770 | 35.10 | 3,390 | 334 | 54 | 370 |
| 1955 | 16,981 | 10.72 | 781 | 12.16 | 20,197 | 18.69 | 2,498 | 18.27 | 1,883 | 34.63 | 3,470 | 350 | 54 | 382 |
| 1956 | 20,089 | 10.60 | 748 | 13.71 | 18,512 | 18.60 | 2,539 | 18.24 | 1,889 | 34.35 | 3,540 | 346 | 52 | 375 |
| 1957 | 22,837 | 10.59 | 639 | 12.77 | 15,749 | 18.53 | 2,684 | 18.18 | 1,764 | 34.43 | 3,650 | 339 | 49 | 366 |
| 1958 | 23,806 | 10.59 | 577 | 13.26 | 13,176 | 18.42 | 2,794 | 18.19 | 1,485 | 34.58 | 3,720 | 331 | 45 | 356 |
| 1959 | 25,681 | 10.58 | 720 | 10.70 | 11,599 | 18.40 | 3,149 | 18.15 | 1,449 | 34.59 | 3,800 | 327 | 44 | 353 |
| Michigan Upper Peninsula | | | | | | | | | | | | | | |
| 1959 | 1,852 | 11.91 | 51 | 6.40 | 178 | 19.91 | 74 | 19.15 | 457 | 33.52 | 280 | 341 | 40 | 349 |
| Northeastern Wisconsin | | | | | | | | | | | | | | |
| 1959 | 5,542 | 12.86 | 175 | 6.76 | 366 | 22.20 | 437 | 19.74 | 1,494 | 34.50 | 860 | 330 | 44 | 344 |
| Milwaukee, Wis. | | | | | | | | | | | | | | |
| 1954 | 3,504 | 12.52 | 320 | 7.50 | 2,533 | 19.17 | 590 | 18.97 | 1,926 | 31.78 | 1,010 | 302 | 45 | 323 |
| 1955 | 4,073 | 12.56 | 392 | 7.57 | 2,390 | 19.52 | 689 | 19.00 | 1,888 | 31.68 | 1,040 | 313 | 46 | 336 |
| 1956 | 4,667 | 12.52 | 370 | 7.66 | 2,084 | 19.40 | 770 | 18.94 | 1,941 | 32.60 | 1,060 | 322 | 46 | 344 |
| 1957 | 5,388 | 12.54 | 419 | 7.76 | 1,789 | 19.09 | 887 | 18.96 | 1,997 | 32.38 | 1,075 | 326 | 47 | 343 |
| 1958 | 5,703 | 12.55 | 489 | 7.75 | 1,463 | 18.94 | 970 | 18.96 | 1,881 | 32.47 | 1,090 | 322 | 46 | 341 |
| 1959 | 6,182 | 12.50 | 534 | 7.31 | 1,187 | 19.11 | 1,212 | 18.86 | 1,786 | 32.49 | 1,105 | 325 | 45 | 337 |
| WEST NORTH CENTRAL: | | | | | | | | | | | | | | |
| Minneapolis-St. Paul, Minn. | | | | | | | | | | | | | | |
| 1953 | 10,006 | 12.14 | 118 | 8.25 | 5,869 | 20.33 | 122 | 20.24 | 3,359 | 32.20 | 1,085 | 357 | 89 | 417 |
| 1954 | 9,946 | 12.01 | 112 | 10.20 | 5,198 | 20.59 | 144 | 19.48 | 3,332 | 34.52 | 1,115 | 366 | 84 | 417 |
| 1955 | 10,312 | 11.97 | 128 | 9.08 | 4,649 | 20.68 | 157 | 19.88 | 3,310 | 34.74 | 1,150 | 376 | 81 | 427 |
| 1956 | 10,783 | 12.08 | 148 | 8.15 | 4,004 | 20.43 | 179 | 19.89 | 3,398 | 34.77 | 1,180 | 379 | 78 | 425 |
| 1957 | 11,119 | 12.08 | 167 | 7.99 | 3,465 | 20.73 | 133 | 20.11 | 3,222 | 34.97 | 1,195 | 380 | 74 | 423 |
| 1958 | 11,628 | 12.03 | 177 | 8.13 | 2,866 | 20.41 | 153 | 20.00 | 3,214 | 35.05 | 1,210 | 382 | 72 | 423 |
| 1959 | 11,515 | 11.97 | 258 | 6.86 | 2,583 | 20.62 | 464 | 20.00 | 3,094 | 35.57 | 1,230 | 390 | 70 | 419 |
| Des Moines, Iowa | | | | | | | | | | | | | | |
| 1959 | 5,872 | 12.41 | 102 | 9.06 | 251 | 19.94 | 280 | 18.78 | 510 | 38.86 | 615 | 308 | 46 | 324 |
| Quad Cities, Ill.-Ia. | | | | | | | | | | | | | | |
| 1957 | 3,231 | 12.07 | 104 | 5.75 | 52 | 21.22 | 96 | 18.36 | 204 | 36.95 | 268 | 339 | 51 | 339 |
| 1958 | 3,111 | 12.26 | 111 | 6.64 | 41 | 21.57 | 127 | 18.35 | 199 | 37.00 | 272 | 340 | 49 | 337 |
| 1959 | 2,996 | 12.17 | 147 | 5.35 | 47 | 21.98 | 317 | 18.13 | 206 | 36.42 | 276 | 345 | 50 | 339 |

Table 5.--Annual sales, milkfat test, population and per capita consumption of fluid milk and cream products by marketing areas, 1950-59--Continued

| Area and Year | Annual per capita consumption | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Whole milk | | | Skim milk | | | | Cream | | | | |
| | Plain | [b] Yogurt | [c] Flavored | [d] Plain | [d] Fortified | [c] Flavored | Butter-milk | Mixtures | Eggnog | Light | Sour | Heavy |
| | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds |
| EAST NORTH CENTRAL: (Continued) | | | | | | | | | | | | |
| Dayton-Springfield, Ohio | | | | | | | | | | | | |
| 1958 | 350 | - | 8.79 | 3.32 | 18.21 | 5.09 | 9.92 | 6.00 | .43 | 1.96 | .37 | .65 |
| 1959 | 358 | .02 | 9.51 | 1.60 | 19.82 | 4.73 | 9.93 | 6.18 | .63 | 1.76 | .48 | .64 |
| Toledo, Ohio | | | | | | | | | | | | |
| 1958 | 289 | - | 10.74 | 7.98 | 1.03 | - | 4.28 | 8.36 | .25 | .66 | .57 | .92 |
| 1959 | 287 | - | 11.05 | 7.93 | 2.59 | .01 | 4.24 | 8.26 | .28 | .54 | .74 | .79 |
| Ft. Wayne, Ind. | | | | | | | | | | | | |
| 1957 | 293 | - | .21 | 4.82 | 8.21 | 11.14 | 4.05 | 5.81 | .32 | 1.64 | .34 | .60 |
| 1958 | 288 | - | .02 | 4.62 | 8.54 | 10.19 | 3.82 | 5.81 | .34 | 1.25 | .46 | .52 |
| 1959 | 284 | - | .43 | 6.00 | 10.68 | 10.37 | 3.99 | 6.12 | .41 | 1.02 | .64 | .51 |
| South Bend, Ind. | | | | | | | | | | | | |
| 1959 | 280 | - | 7.09 | 3.74 | 19.05 | 4.81 | 3.55 | 6.17 | .25 | .54 | .84 | .64 |
| Chicago, Ill.-Ind. | | | | | | | | | | | | |
| 1951 | 300 | - | - | 4.27 | - | 9.19 | 7.72 | 13.84 | .33 | 4.64 | .73 | .88 |
| 1952 | 300 | - | - | 6.17 | - | 8.35 | 7.65 | 13.39 | .38 | 3.68 | .96 | .76 |
| 1953 | 291 | - | - | 6.79 | - | 7.84 | 7.93 | 13.23 | .43 | 3.04 | 1.08 | .69 |
| 1954 | 298 | - | - | 7.90 | - | 7.75 | 7.52 | 12.99 | .50 | 2.48 | 1.06 | .69 |
| 1955 | 303 | - | - | 8.96 | - | 8.16 | 7.59 | 13.12 | .52 | 2.10 | 1.13 | .73 |
| 1956 | 306 | - | - | 10.34 | - | 8.86 | 7.04 | 13.30 | .51 | 1.95 | 1.16 | .71 |
| 1957 | 302 | k | 6.76 | 2.49 | 9.55 | 2.76 | 6.79 | 13.13 | .51 | 1.66 | 1.26 | .70 |
| 1958 | 290 | - | 6.87 | 2.70 | 10.95 | 1.68 | 5.99 | 12.52 | .48 | 1.36 | 1.30 | .63 |
| 1959 | 286 | - | 7.47 | 3.65 | 12.24 | 1.51 | 5.94 | 12.13 | .50 | 1.19 | 1.40 | .58 |
| Detroit, Mich. | | | | | | | | | | | | |
| 1952 | 297 | - | - | 3.40 | - | 12.14 | 9.67 | 2.28 | .14 | 8.34 | .71 | 46 |
| 1953 | 306 | - | - | 4.46 | - | 13.28 | 10.34 | 3.36 | .17 | 7.57 | .70 | .49 |
| 1954 | 307 | - | - | 5.07 | - | 11.91 | 9.73 | 4.02 | .19 | 6.44 | .71 | .52 |
| 1955 | 321 | - | - | 5.53 | - | 13.06 | 9.99 | 4.89 | .23 | 5.82 | .72 | .54 |
| 1956 | 319 | - | - | 6.05 | - | 11.79 | 8.81 | 5.68 | .21 | 5.23 | .72 | .53 |
| 1957 | 314 | .12 | 10.74 | - | 7.03 | - | 7.81 | 6.26 | .18 | 4.32 | .74 | .48 |
| 1958 | 307 | .12 | 9.07 | - | 7.69 | - | 6.62 | 6.40 | .16 | 3.54 | .75 | .40 |
| 1959 | 302 | .11 | 9.33 | .31 | 8.45 | - | 6.45 | 6.76 | .19 | 3.05 | .83 | .38 |
| Michigan Upper Peninsula | | | | | | | | | | | | |
| 1959 | 314 | - | 11.07 | 6.50 | 3.22 | - | 5.80 | 6.61 | .18 | .64 | .26 | 1.63 |
| Northeastern Wisconsin | | | | | | | | | | | | |
| 1959 | 291 | - | 16.89 | 8.42 | 9.55 | .50 | 4.00 | 6.45 | .20 | .43 | .51 | 1.74 |
| Milwaukee, Wis. | | | | | | | | | | | | |
| 1954 | 281 | - | - | 9.08 | - | 7.35 | 5.18 | 3.47 | .32 | 2.51 | .58 | 1.91 |
| 1955 | 289 | - | - | 10.54 | - | 8.52 | 5.37 | 3.92 | .38 | 2.30 | .66 | 1.82 |
| 1956 | 296 | - | - | 12.55 | - | 8.99 | 4.59 | 4.40 | .35 | 1.97 | .73 | 1.83 |
| 1957 | 297 | .03 | 7.94 | 6.69 | 9.92 | - | 4.15 | 5.01 | .39 | 1.66 | .83 | 1.86 |
| 1958 | 291 | .06 | 6.67 | 7.02 | 13.35 | - | 3.91 | 5.23 | .45 | 1.34 | .89 | 1.73 |
| 1959 | 289 | .03 | 7.20 | 7.29 | 17.53 | - | 3.95 | 5.59 | .48 | 1.07 | 1.10 | 1.62 |
| WEST NORTH CENTRAL: | | | | | | | | | | | | |
| Minneapolis-St. Paul, Minn. | | | | | | | | | | | | |
| 1953 | 332 | - | - | 11.97 | - | 7.35 | 5.87 | 9.22 | .11 | 5.41 | .11 | 3.10 |
| 1954 | 341 | - | - | 13.38 | - | 6.27 | 5.36 | 8.92 | .10 | 4.66 | .13 | 2.99 |
| 1955 | 350 | - | - | 13.86 | - | 6.42 | 5.56 | 8.97 | .11 | 4.04 | .14 | 2.88 |
| 1956 | 352 | - | - | 15.97 | - | 5.55 | 4.86 | 9.14 | .13 | 3.39 | .15 | 2.88 |
| 1957 | 354 | - | .65 | 3.90 | 13.13 | 4.22 | 4.56 | 9.30 | .14 | 2.90 | .11 | 2.70 |
| 1958 | 350 | - | .79 | 3.57 | 19.97 | 3.63 | 4.24 | 9.61 | .15 | 2.37 | .13 | 2.66 |
| 1959 | 349 | .01 | 1.81 | 4.29 | 26.48 | 3.62 | 4.40 | 9.36 | .21 | 2.10 | .38 | 2.52 |
| Des Moines, Iowa | | | | | | | | | | | | |
| 1959 | 263 | k | 3.60 | 4.52 | 29.93 | 4.39 | 2.77 | 9.55 | .17 | .41 | .46 | .83 |
| Quad Cities, Ill.-Ia. | | | | | | | | | | | | |
| 1957 | 284 | - | .24 | 5.45 | 36.23 | 7.69 | 5.44 | 12.06 | .39 | .19 | .36 | .76 |
| 1958 | 282 | - | .83 | 5.54 | 40.26 | 7.55 | 4.09 | 11.44 | .41 | .15 | .47 | .73 |
| 1959 | 286 | - | - | 5.50 | 42.32 | 6.95 | 3.37 | 10.86 | .53 | .17 | 1.15 | .75 |

Table 5.--Annual sales, milkfat test, population and per capita consumption of fluid milk and cream products by marketing areas, 1950-59

| Area and Year | Annual sales for fluid use a | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Whole milk | | | | | | Skim milk | | | | | | | |
| | Plain | | Yogurt b | | Flavored c | | Plain d | | Fortified d | | Flavored c | | Buttermilk | |
| | Sales | Fat | Sales | Fat | Sales | Fat | Sales | Fat | Sales | Fat | Sales | Fat | Sales | Fat |
| | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. |
| WEST NORTH CENTRAL: (Continued) | | | | | | | | | | | | | | |
| Sioux City, Iowa | | | | | | | | | | | | | | |
| 1951 | 25,548 | 3.47 | - | - | - | - | 1,468 | - | - | - | 567 | 1.11 | 365 | 1.04 |
| 1952 | 25,929 | 3.48 | - | - | - | - | 2,001 | .08 | - | - | 493 | 1.08 | 365 | 1.05 |
| 1953 | 26,677 | 3.48 | - | - | - | - | 2,147 | .12 | - | - | 555 | 1.08 | 327 | 1.04 |
| 1954 | 27,858 | 3.47 | - | - | - | - | 2,374 | .20 | - | - | 505 | 1.08 | 327 | 1.02 |
| 1955 | 29,800 | 3.44 | - | - | - | - | 2,424 | .26 | - | - | 473 | 1.14 | 373 | 1.00 |
| 1956 | 29,524 | 3.42 | - | - | - | - | 2,964 | .65 | - | - | 498 | 1.74 | 337 | .98 |
| 1957 | 28,156 | 3.42 | - | - | 374 | 3.46 | 1,657 | .43 | n1,874 | 1.41 | - | - | 302 | .97 |
| 1958 | 28,447 | 3.42 | - | - | 521 | 3.45 | 1,667 | .49 | 2,029 | 1.47 | - | - | 288 | 1.12 |
| 1959 | 29,174 | 3.42 | k | - | 563 | 3.46 | 1,306 | .20 | 2,478 | 1.47 | - | - | 304 | 1.02 |
| Kansas City, Mo.-Kans. | | | | | | | | | | | | | | |
| 1950 | 207,508 | 3.57 | - | - | - | - | 6,547 | .04 | - | - | 4,459 | 1.53 | 8,446 | .50 |
| 1951 | 211,672 | 3.56 | - | - | - | - | 8,127 | .05 | - | - | 4,158 | 1.62 | 7,979 | .52 |
| 1952 | 221,104 | 3.56 | - | - | - | - | 8,788 | .06 | - | - | 4,564 | 1.64 | 8,007 | .53 |
| 1953 | 237,406 | 3.52 | - | - | - | - | 9,674 | .15 | - | - | 4,447 | 1.66 | 8,014 | .50 |
| 1954 | 258,867 | 3.51 | - | - | - | - | 9,211 | .16 | - | - | 4,488 | 2.18 | 7,358 | .50 |
| 1955 | 266,506 | 3.52 | - | - | - | - | 8,450 | .20 | - | - | 5,503 | 3.15 | 6,809 | .62 |
| 1956 | 276,391 | 3.50 | - | - | - | - | 8,518 | .23 | - | - | 5,657 | 3.26 | 6,605 | .65 |
| 1957 | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1958 | 361,968 | 3.47 | - | - | 5,495 | 3.41 | 7,663 | .24 | 8,919 | 1.45 | 518 | 1.86 | 7,391 | .93 |
| 1959 | 359,045 | 3.47 | - | - | 6,342 | 3.39 | 5,735 | .24 | 19,463 | 1.54 | 327 | 1.57 | 7,971 | 1.13 |
| St. Louis, Mo. | | | | | | | | | | | | | | |
| 1952 | 340,641 | 3.46 | - | - | - | - | 5,584 | .23 | - | - | 10,555 | 1.58 | 14,118 | .87 |
| 1953 | 352,248 | 3.43 | - | - | - | - | 8,984 | .79 | - | - | 10,634 | 1.59 | 14,218 | .89 |
| 1954 | 363,466 | 3.44 | - | - | - | - | 11,970 | 1.18 | - | - | 9,468 | 1.67 | 13,519 | .87 |
| 1955 | 388,697 | 3.45 | - | - | - | - | 12,940 | 1.17 | - | - | 11,254 | 2.54 | 13,047 | 1.04 |
| 1956 | 397,708 | 3.43 | - | - | - | - | 15,524 | 1.29 | - | - | 12,750 | 3.18 | 12,120 | 1.23 |
| 1957 | 406,978 | 3.42 | - | - | 11,085 | 3.35 | 17,970 | 1.42 | - | - | 2,430 | 2.59 | 11,948 | 1.09 |
| 1958 | 403,132 | 3.39 | - | - | 11,659 | 3.39 | 24,885 | 1.64 | 53 | .03 | 1,575 | 2.50 | 11,449 | 1.24 |
| 1959 | 397,012 | 3.37 | - | - | 13,688 | 3.41 | 28,710 | 1.75 | 257 | 1.59 | 545 | 2.00 | 11,393 | 1.14 |
| Ozarks, Mo.-Ark. | | | | | | | | | | | | | | |
| 1959 | 91,306 | 3.49 | - | - | 3,627 | 3.79 | 3,399 | 1.81 | 1,504 | .79 | 44 | 1.14 | 4,689 | .83 |
| Black Hills, South Dakota | | | | | | | | | | | | | | |
| 1959 | 27,566 | 3.41 | - | - | 809 | 3.36 | - | - | mn1,018 | .82 | - | - | 325 | 1.42 |
| Sioux Falls-Mitchell, S. D. | | | | | | | | | | | | | | |
| 1953 | 20,367 | 3.40 | - | - | - | - | 548 | .59 | - | - | 546 | 1.86 | 237 | 1.29 |
| 1954 | 21,479 | 3.46 | - | - | - | - | 1,098 | 1.18 | - | - | 673 | 1.96 | 287 | 1.56 |
| 1955 | 23,592 | 3.46 | - | - | - | - | 1,614 | 1.51 | - | - | 736 | 2.08 | 346 | 1.50 |
| 1956 | 24,082 | 3.41 | - | - | - | - | 2,054 | 1.54 | - | - | 711 | 2.06 | 309 | 1.37 |
| 1957 | 23,853 | 3.41 | - | - | 61 | 3.26 | 1,994 | 1.72 | 536 | 1.33 | 610 | 2.09 | 289 | 1.27 |
| 1958 | 24,036 | 3.39 | - | - | 159 | 3.32 | 2,769 | 1.72 | 428 | .91 | 525 | 2.28 | 278 | 1.40 |
| 1959 | 24,621 | 3.38 | - | - | 428 | 3.33 | 3,507 | 1.72 | 301 | - | 320 | 1.66 | 289 | 1.13 |
| Omaha-Lincoln-Council Bluffs, Neb.-Ia. | | | | | | | | | | | | | | |
| 1950 | 88,383 | 3.70 | - | - | - | - | 3,078 | - | - | - | 2,562 | 1.58 | 1,543 | .68 |
| 1951 | 90,681 | 3.69 | - | - | - | - | 4,200 | - | - | - | 2,477 | 2.02 | 1,517 | .73 |
| 1952 | 91,611 | 3.68 | - | - | - | - | 5,719 | .06 | - | - | 2,449 | 2.39 | 1,546 | .81 |
| 1953 | 124,103 | 3.67 | - | - | - | - | 8,581 | .13 | - | - | 3,436 | 2.32 | 2,017 | .98 |
| 1954 | 130,995 | 3.68 | - | - | - | - | 9,590 | .13 | - | - | 3,328 | 2.38 | 2,008 | .91 |
| 1955 | 140,060 | 3.65 | - | - | - | - | 10,289 | .15 | - | - | 3,946 | 2.90 | 2,110 | .90 |
| 1956 | 144,487 | 3.62 | - | - | - | - | 10,940 | .21 | - | - | 4,136 | 3.08 | 1,998 | .86 |
| 1957 | 141,874 | 3.59 | 10 | 3.19 | 3,329 | 3.45 | 7,361 | .02 | 5,769 | 1.18 | 667 | 1.52 | 1,796 | .83 |
| 1958 | 145,879 | 3.57 | 17 | 3.35 | 3,985 | 3.44 | 7,424 | .01 | 6,376 | 1.24 | 444 | 1.27 | 1,882 | .82 |
| 1959 | 152,046 | 3.54 | 25 | 3.36 | 4,886 | 3.44 | 7,728 | .01 | 7,203 | 1.17 | 74 | .77 | 1,827 | .84 |
| Wichita, Kansas | | | | | | | | | | | | | | |
| 1951 | 62,222 | 3.41 | - | - | - | - | 1,985 | .28 | - | - | 2,393 | 1.00 | 1,757 | .68 |
| 1952 | 69,004 | 3.39 | - | - | - | - | 2,061 | .21 | - | - | 2,765 | .91 | 1,979 | .69 |
| 1953 | 75,356 | 3.44 | - | - | - | - | 2,259 | .21 | - | - | 2,433 | .83 | 1,837 | .67 |
| 1954 | 81,780 | 3.41 | - | - | - | - | 2,134 | .23 | - | - | 2,174 | .78 | 1,729 | .74 |
| 1955 | 87,909 | 3.38 | - | - | - | - | 2,049 | .25 | - | - | 2,079 | .94 | 1,630 | .70 |

Table 5.--Annual sales, milkfat test, population and per capita consumption of fluid milk and cream products by marketing areas, 1950-59--Continued

| Area and Year | Annual sales for fluid use a | | | | | | | | | | Estimated population | Annual per capita cons. | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Cream | | | | | | | | | | | Whole and skim milk | Milk equivalent e | |
| | Mixtures | | Eggnog | | Light | | Sour | | Heavy | | | | Cream | All fluid items f |
| | Sales | Fat | Sales | Fat | Sales | Fat | Sales | Fat | Sales | Fat | | | | |
| | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | Thous. | Pounds | Pounds | Pounds |
| WEST NORTH CENTRAL: (Continued) | | | | | | | | | | | | | | |
| Sioux City, Iowa | | | | | | | | | | | | | | |
| 1951 | 1,305 | 11.46 | 7 | 6.58 | 360 | 18.46 | 14 | 18.50 | 102 | 35.05 | 96 | 291 | 73 | 330 |
| 1952 | 1,341 | 11.50 | 10 | 7.21 | 273 | 18.43 | 14 | 18.51 | 94 | 35.06 | 97 | 297 | 69 | 331 |
| 1953 | 1,372 | 11.51 | 14 | 6.06 | 196 | 18.40 | 14 | 18.50 | 87 | 35.13 | 97 | 306 | 66 | 338 |
| 1954 | 1,375 | 11.51 | 17 | 5.88 | 127 | 18.33 | 8 | 18.57 | 86 | 35.15 | 98 | 317 | 62 | 343 |
| 1955 | 1,410 | 11.52 | 19 | 6.10 | 31 | 18.26 | 15 | 18.55 | 91 | 35.16 | 99 | 334 | 59 | 359 |
| 1956 | 1,334 | 11.51 | 17 | 5.78 | 24 | 18.31 | 19 | 19.17 | 90 | 35.15 | 100 | 333 | 55 | 349 |
| 1957 | 1,247 | 11.51 | 18 | 5.74 | 25 | 18.31 | 24 | 18.97 | 86 | 35.14 | 101 | 321 | 51 | 332 |
| 1958 | 1,254 | 11.78 | 22 | 5.81 | - | - | - | - | 83 | 35.70 | 102 | 323 | 50 | 338 |
| 1959 | 1,146 | 11.30 | 23 | 5.81 | - | - | 40 | 18.71 | 82 | 37.00 | 103 | 328 | 47 | 339 |
| Kansas City, Mo.-Kans. | | | | | | | | | | | | | | |
| 1950 | 272 | 11.12 | 298 | 9.64 | 5,838 | 18.88 | 111 | 18.56 | 522 | 34.11 | 825 | 275 | 43 | 280 |
| 1951 | 377 | 11.08 | 217 | 11.75 | 5,153 | 18.82 | 121 | 18.58 | 528 | 33.95 | 840 | 276 | 39 | 277 |
| 1952 | 567 | 10.87 | 264 | 11.29 | 4,749 | 18.69 | 135 | 18.38 | 546 | 34.36 | 860 | 282 | 37 | 283 |
| 1953 | 1,399 | 11.39 | 349 | 10.40 | 4,011 | 18.65 | 151 | 18.21 | 580 | 34.43 | 880 | 295 | 35 | 291 |
| 1954 | 2,274 | 11.53 | 304 | 10.98 | 3,144 | 18.61 | 172 | 18.29 | 584 | 34.68 | 900 | 311 | 33 | 304 |
| 1955 | 2,996 | 11.47 | 307 | 10.56 | 2,675 | 18.61 | 227 | 17.84 | 619 | 35.14 | 920 | 312 | 33 | 310 |
| 1956 | 3,557 | 11.87 | 406 | 9.41 | 2,379 | 18.67 | 328 | 17.63 | 662 | 35.43 | 940 | 316 | 34 | 316 |
| 1957 | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1958 | 5,865 | 12.00 | 431 | 10.76 | 1,820 | 18.70 | 566 | 19.04 | 798 | 36.70 | 1,435 | 273 | 28 | 273 |
| 1959 | 6,392 | 11.92 | 695 | 8.28 | 1,417 | 18.82 | 897 | 19.18 | 780 | 36.36 | 1,470 | 271 | 29 | 273 |
| St. Louis, Mo. | | | | | | | | | | | | | | |
| 1952 | 2,755 | 11.44 | 537 | 11.14 | 5,788 | 18.50 | 884 | 15.50 | 927 | 33.23 | 1,480 | 251 | 33 | 247 |
| 1953 | 3,495 | 12.05 | 423 | 10.20 | 5,160 | 18.38 | 901 | 15.92 | 965 | 32.50 | 1,510 | 256 | 32 | 248 |
| 1954 | 4,036 | 12.02 | 786 | 7.06 | 4,467 | 18.51 | 900 | 15.75 | 930 | 32.69 | 1,545 | 258 | 31 | 250 |
| 1955 | 4,796 | 11.98 | 953 | 6.14 | 4,228 | 18.44 | 867 | 15.59 | 930 | 32.68 | 1,570 | 271 | 31 | 261 |
| 1956 | 5,261 | 11.80 | 658 | 7.65 | 3,938 | 18.50 | 1,043 | 14.66 | 911 | 32.71 | 1,590 | 276 | 30 | 266 |
| 1957 | 5,828 | 11.72 | 892 | 6.41 | 3,341 | 18.51 | 885 | 14.12 | 944 | 32.47 | 1,610 | 280 | 29 | 268 |
| 1958 | 6,268 | 11.80 | 902 | 5.54 | 2,868 | 18.44 | 1,096 | 14.03 | 868 | 32.57 | 1,620 | 279 | 28 | 264 |
| 1959 | 6,582 | 11.96 | 787 | 5.97 | 2,425 | 18.43 | 1,528 | 14.71 | 793 | 33.12 | 1,630 | 277 | 29 | 262 |
| Ozarks, Mo.-Ark. | | | | | | | | | | | | | | |
| 1959 | 1,839 | 11.63 | 73 | 3.56 | 27 | 21.59 | 54 | 21.01 | 174 | 35.94 | 355 | 295 | 20 | 252 |
| Black Hills, South Dakota | | | | | | | | | | | | | | |
| 1959 | 617 | 12.66 | - | - | 36 | 19.04 | 31 | 17.32 | 122 | 34.19 | 98 | 303 | 38 | 319 |
| Sioux Falls-Mitchell, S. D. | | | | | | | | | | | | | | |
| 1953 | 476 | 12.44 | 4 | 7.12 | 268 | 20.33 | 12 | 24.34 | 123 | 35.95 | 71 | 306 | 67 | 364 |
| 1954 | 539 | 12.49 | 5 | 6.06 | 216 | 20.85 | 15 | 28.54 | 127 | 37.55 | 73 | 322 | 66 | 378 |
| 1955 | 815 | 13.29 | 8 | 6.81 | 11 | 20.13 | 18 | 29.37 | 144 | 37.80 | 75 | 351 | 67 | 402 |
| 1956 | 824 | 13.00 | 10 | 6.78 | 1 | 20.04 | 22 | 28.70 | 147 | 37.65 | 76 | 357 | 65 | 398 |
| 1957 | 792 | 13.11 | 10 | 5.72 | 1 | 19.85 | 29 | 27.74 | 154 | 37.26 | 76 | 360 | 64 | 396 |
| 1958 | 767 | 13.04 | 12 | 6.41 | - | - | 35 | 26.91 | 152 | 37.26 | 77 | 366 | 63 | 398 |
| 1959 | 703 | 12.29 | 12 | 6.25 | 59 | 18.02 | 43 | 24.56 | 147 | 36.34 | 78 | 378 | 60 | 399 |
| Omaha-Lincoln-Council Bluffs, Neb.-Ia. | | | | | | | | | | | | | | |
| 1950 | 3,044 | 11.34 | 42 | 9.88 | 1,954 | 19.84 | 54 | 17.58 | 287 | 38.10 | 335 | 285 | 70 | 340 |
| 1951 | 3,301 | 11.53 | 50 | 10.09 | 1,585 | 19.77 | 57 | 17.53 | 279 | 38.23 | 345 | 287 | 65 | 335 |
| 1952 | 3,397 | 11.60 | 57 | 10.04 | 1,234 | 19.83 | 62 | 17.51 | 264 | 37.99 | 350 | 289 | 59 | 330 |
| 1953 | 4,956 | 11.98 | 81 | 7.94 | 1,383 | 19.84 | 85 | 17.90 | 304 | 38.07 | 465 | 297 | 59 | 335 |
| 1954 | 4,921 | 12.22 | 91 | 8.07 | 1,097 | 19.88 | 95 | 18.42 | 357 | 36.10 | 475 | 307 | 56 | 341 |
| 1955 | 5,186 | 12.27 | 122 | 7.46 | 866 | 19.80 | 112 | 18.58 | 460 | 34.20 | 490 | 319 | 56 | 354 |
| 1956 | 5,247 | 12.24 | 123 | 8.05 | 733 | 19.84 | 133 | 18.71 | 442 | 34.80 | 495 | 326 | 55 | 357 |
| 1957 | 5,180 | 12.23 | 131 | 7.76 | 623 | 19.65 | 190 | 18.75 | 407 | 34.92 | 500 | 322 | 52 | 342 |
| 1958 | 5,318 | 11.85 | 139 | 8.26 | 534 | 19.56 | 256 | 19.04 | 410 | 35.43 | 515 | 322 | 51 | 346 |
| 1959 | 5,337 | 11.86 | 194 | 6.09 | 407 | 19.72 | 325 | 19.28 | 405 | 35.80 | 540 | 322 | 48 | 339 |
| Wichita, Kansas | | | | | | | | | | | | | | |
| 1951 | 890 | 11.66 | 59 | 7.98 | 1,502 | 18.22 | - | - | 170 | 37.71 | 220 | 311 | 56 | 329 |
| 1952 | 1,316 | 11.25 | 79 | 8.26 | 1,250 | 18.22 | - | - | 176 | 37.76 | 230 | 330 | 55 | 347 |
| 1953 | 1,496 | 11.31 | 73 | 7.91 | 1,034 | 18.31 | - | - | 177 | 38.09 | 240 | 341 | 51 | 358 |
| 1954 | 1,567 | 11.72 | 51 | 16.34 | 796 | 18.56 | - | - | 171 | 38.11 | 250 | 351 | 45 | 363 |
| 1955 | 1,673 | 11.65 | 54 | 14.85 | 721 | 18.63 | - | - | 194 | 38.49 | 260 | 360 | 44 | 368 |

Table 5.--Annual sales, milkfat test, population and per capita consumption of fluid milk and cream products by marketing areas, 1950-59--Continued

| Area and Year | Annual per capita consumption | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Whole milk | | | Skim milk | | | | Cream | | | | |
| | Plain | b Yogurt | c Flavored | d Plain | d Fortified | c Flavored | Butter-milk | Mixtures | Eggnog | Light | Sour | Heavy |
| | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds |
| WEST NORTH CENTRAL: (Continued) | | | | | | | | | | | | |
| Sioux City, Iowa | | | | | | | | | | | | |
| 1951 | 266 | - | - | 15.29 | - | 5.91 | 3.80 | 13.59 | .07 | 3.75 | .15 | 1.06 |
| 1952 | 267 | - | - | 20.63 | - | 5.08 | 3.76 | 13.82 | .10 | 2.81 | .14 | .97 |
| 1953 | 275 | - | - | 22.13 | - | 5.72 | 3.37 | 14.14 | .14 | 2.02 | .14 | .90 |
| 1954 | 284 | - | - | 24.22 | - | 5.15 | 3.34 | 14.03 | .17 | 1.30 | .08 | .88 |
| 1955 | 301 | - | - | 24.48 | - | 4.78 | 3.77 | 14.24 | .19 | .31 | .15 | .92 |
| 1956 | 295 | - | - | 29.64 | - | 4.98 | 3.37 | 13.34 | .17 | .24 | .19 | .90 |
| 1957 | 279 | - | 3.70 | 16.41 | n18.55 | - | 2.99 | 12.35 | .18 | .25 | .24 | .85 |
| 1958 | 279 | - | 5.11 | 16.34 | 19.89 | - | 2.82 | 12.29 | .22 | - | - | .81 |
| 1959 | 283 | k | 5.47 | 12.68 | 24.06 | - | 2.95 | 11.13 | .22 | - | .39 | .80 |
| Kansas City, Mo.-Kans. | | | | | | | | | | | | |
| 1950 | 252 | - | - | 7.94 | - | 5.40 | 10.24 | .33 | .36 | 7.08 | .13 | .63 |
| 1951 | 252 | - | - | 9.67 | - | 4.95 | 9.50 | .45 | .26 | 6.13 | .14 | .63 |
| 1952 | 257 | - | - | 10.22 | - | 5.31 | 9.31 | .66 | .31 | 5.52 | .16 | .63 |
| 1953 | 270 | - | - | 10.99 | - | 5.05 | 9.11 | 1.59 | .40 | 4.56 | .17 | .66 |
| 1954 | 288 | - | - | 10.23 | - | 4.99 | 8.18 | 2.53 | .34 | 3.49 | .19 | .65 |
| 1955 | 290 | - | - | 9.18 | - | 5.98 | 7.40 | 3.26 | .33 | 2.91 | .25 | .67 |
| 1956 | 294 | - | - | 9.06 | - | 6.02 | 7.03 | 3.78 | .43 | 2.53 | .35 | .70 |
| 1957 | - | - | - | - | - | - | - | - | - | - | - | - |
| 1958 | 252 | - | 3.83 | 5.34 | 6.22 | .36 | 5.15 | 4.09 | .30 | 1.27 | .39 | .56 |
| 1959 | 244 | - | 4.31 | 3.90 | 13.24 | .22 | 5.42 | 4.35 | .47 | .96 | .61 | .53 |
| St. Louis, Mo. | | | | | | | | | | | | |
| 1952 | 230 | - | - | 3.77 | - | 7.13 | 9.54 | 1.86 | .36 | 3.91 | .60 | .63 |
| 1953 | 233 | - | - | 5.95 | - | 7.04 | 9.42 | 2.31 | .28 | 3.42 | .60 | .64 |
| 1954 | 235 | - | - | 7.75 | - | 6.13 | 8.75 | 2.61 | .51 | 2.89 | .58 | .60 |
| 1955 | 248 | - | - | 8.24 | - | 7.17 | 8.31 | 3.05 | .61 | 2.69 | .55 | .59 |
| 1956 | 250 | - | - | 9.76 | - | 8.02 | 7.62 | 3.31 | .41 | 2.48 | .66 | .57 |
| 1957 | 253 | - | 6.88 | 11.16 | - | 1.51 | 7.42 | 3.62 | .55 | 2.08 | .55 | .59 |
| 1958 | 249 | - | 7.20 | 15.36 | .03 | .97 | 7.07 | 3.87 | .56 | 1.77 | .68 | .54 |
| 1959 | 244 | - | 8.40 | 17.61 | .16 | .33 | 6.99 | 4.04 | .48 | 1.49 | .94 | .49 |
| Ozarks, Mo.-Ark. | | | | | | | | | | | | |
| 1959 | 257 | - | 10.22 | 9.57 | 4.24 | .12 | 13.21 | 5.18 | .21 | .08 | .15 | .49 |
| Black Hills, South Dakota | | | | | | | | | | | | |
| 1959 | 281 | - | 8.25 | - | mn10.39 | - | 3.32 | 6.30 | - | .37 | .32 | 1.24 |
| Sioux Falls-Mitchell, S. D. | | | | | | | | | | | | |
| 1953 | 287 | - | - | 7.72 | - | 7.69 | 3.34 | 6.70 | .06 | 3.77 | .17 | 1.73 |
| 1954 | 294 | - | - | 15.04 | - | 9.22 | 3.93 | 7.38 | .07 | 2.96 | .21 | 1.74 |
| 1955 | 315 | - | - | 21.52 | - | 9.81 | 4.61 | 10.87 | .11 | .15 | .24 | 1.92 |
| 1956 | 317 | - | - | 27.03 | - | 9.36 | 4.07 | 10.84 | .13 | .01 | .29 | 1.93 |
| 1957 | 314 | - | .80 | 26.24 | 7.05 | 8.03 | 3.80 | 10.42 | .13 | .01 | .38 | 2.03 |
| 1958 | 312 | - | 2.06 | 35.96 | 5.56 | 6.82 | 3.61 | 9.96 | .16 | - | .45 | 1.97 |
| 1959 | 316 | - | 5.49 | 44.96 | 3.86 | 4.10 | 3.71 | 9.01 | .15 | .76 | .55 | 1.88 |
| Omaha-Lincoln-Council Bluffs, Neb.-Ia. | | | | | | | | | | | | |
| 1950 | 264 | - | - | 9.19 | - | 7.65 | 4.61 | 9.09 | .13 | 5.83 | .16 | .86 |
| 1951 | 263 | - | - | 12.17 | - | 7.18 | 4.40 | 9.57 | .14 | 4.59 | .17 | .81 |
| 1952 | 262 | - | - | 16.34 | - | 7.00 | 4.42 | 9.71 | .16 | 3.53 | .18 | .75 |
| 1953 | 267 | - | - | 18.46 | - | 7.39 | 4.34 | 10.66 | .17 | 2.97 | .18 | .65 |
| 1954 | 276 | - | - | 20.19 | - | 7.01 | 4.23 | 10.36 | .19 | 2.31 | .20 | .75 |
| 1955 | 286 | - | - | 21.00 | - | 8.05 | 4.31 | 10.58 | .25 | 1.77 | .23 | .94 |
| 1956 | 292 | - | - | 22.10 | - | 8.35 | 4.04 | 10.60 | .25 | 1.48 | .27 | .89 |
| 1957 | 284 | .02 | 6.66 | 14.72 | 11.54 | 1.33 | 3.59 | 10.36 | .26 | 1.25 | .38 | .81 |
| 1958 | 283 | .03 | 7.74 | 14.42 | 12.38 | .86 | 3.65 | 10.33 | .27 | 1.04 | .50 | .80 |
| 1959 | 282 | .05 | 9.05 | 14.31 | 13.34 | .14 | 3.38 | 9.88 | .36 | .75 | .60 | .74 |
| Wichita, Kansas | | | | | | | | | | | | |
| 1951 | 283 | - | - | 9.02 | - | 10.88 | 7.99 | 4.05 | .27 | 6.83 | - | .77 |
| 1952 | 300 | - | - | 8.96 | - | 12.02 | 8.60 | 5.72 | .34 | 5.43 | - | .77 |
| 1953 | 314 | - | - | 9.41 | - | 10.14 | 7.65 | 6.23 | .30 | 4.31 | - | .74 |
| 1954 | 327 | - | - | 8.54 | - | 8.70 | 6.92 | 6.27 | .20 | 3.18 | - | .68 |
| 1955 | 338 | - | - | 7.88 | - | 8.00 | 6.27 | 6.43 | .21 | 2.77 | - | .75 |

Table 5.--Annual sales, milkfat test, population and per capita consumption of fluid milk and cream products by marketing areas, 1950-59

| Area and Year | Annual sales for fluid use a | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Whole milk | | | | | | Skim milk | | | | | | | |
| | Plain | | Yogurt b | | Flavored c | | Plain d | | Fortified d | | Flavored c | | Buttermilk | |
| | Sales | Fat | Sales | Fat | Sales | Fat | Sales | Fat | Sales | Fat | Sales | Fat | Sales | Fat |
| | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. |
| WEST NORTH CENTRAL: (Continued) | | | | | | | | | | | | | | |
| Wichita, Kansas (Continued) | | | | | | | | | | | | | | |
| 1956 | 89,058 | 3.33 | - | - | - | - | 2,282 | .35 | - | - | 2,116 | .99 | 1,596 | .71 |
| 1957 | 91,570 | 3.32 | k | - | 211 | 3.67 | 866 | .03 | 1,499 | .67 | 1,895 | .79 | 1,529 | .55 |
| 1958 | 90,339 | 3.29 | - | - | 1,005 | 3.60 | 1,010 | .03 | 1,531 | .73 | 754 | .63 | 1,440 | .68 |
| 1959 | 119,342 | 3.31 | - | - | 2,330 | 3.47 | 1,653 | .05 | 2,388 | .86 | 40 | 2.02 | 2,024 | .88 |
| SOUTH ATLANTIC: | | | | | | | | | | | | | | |
| Wilmington, Del. | | | | | | | | | | | | | | |
| 1957 | 81,182 | 3.68 | k | - | 1,271 | 3.69 | 2,084 | .07 | 5 | .26 | 1,555 | 2.19 | 684 | 1.51 |
| 1958 | 84,447 | 3.62 | - | - | 1,111 | 3.75 | 2,208 | .07 | 3 | .03 | 1,182 | 2.16 | 582 | 1.47 |
| 1959 | 86,925 | 3.60 | - | - | 1,390 | 3.72 | 2,439 | .10 | - | - | 1,064 | 2.11 | 611 | 1.27 |
| Baltimore, Md. | | | | | | | | | | | | | | |
| 1950 | 229,036 | - | - | - | 14,477 | - | - | - | - | - | - | - | 3,478 | - |
| 1951 | 231,376 | - | - | - | 14,530 | - | - | - | - | - | - | - | 3,488 | - |
| 1952 | 234,424 | - | - | - | 14,599 | - | - | - | - | - | - | - | 3,727 | - |
| 1953 | 234,982 | - | - | - | 14,643 | - | - | - | - | - | - | - | 3,436 | - |
| 1954 | 236,125 | - | - | - | 15,067 | - | - | - | - | - | - | - | 3,481 | - |
| 1955 | 245,514 | - | - | - | 16,144 | - | - | - | - | - | - | - | 3,566 | - |
| 1956 | 255,207 | - | - | - | 16,534 | - | - | - | - | - | - | - | 3,576 | - |
| 1957 | 255,395 | - | - | - | 16,668 | - | - | - | - | - | - | - | 3,550 | - |
| 1958 | 256,864 | - | - | - | 13,629 | - | - | - | - | - | - | - | 2,944 | - |
| 1959 | 246,901 | - | - | - | 12,478 | - | - | - | - | - | - | - | 2,772 | - |
| Richmond, Va. | | | | | | | | | | | | | | |
| 1950 | 61,912 | - | - | - | - | - | - | - | - | - | 3,103 | - | 3,580 | - |
| 1951 | 63,278 | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1952 | 67,231 | - | - | - | - | - | - | - | - | - | 3,108 | - | 4,818 | - |
| 1953 | 67,038 | - | - | - | - | - | - | - | - | - | 3,046 | - | 5,260 | - |
| 1954 | 67,220 | - | - | - | - | - | - | - | - | - | 2,804 | - | 5,315 | - |
| 1955 | 69,961 | - | - | - | - | - | - | - | - | - | 3,004 | - | 5,500 | - |
| 1956 | 75,041 | - | - | - | - | - | - | - | - | - | 3,090 | - | 5,911 | - |
| Virginia | | | | | | | | | | | | | | |
| 1957 | 674,018 | 3.78 | - | - | 24,390 | 3.40 | 13,519 | 1.00 | - | - | 6,816 | 1.40 | 29,132 | 1.00 |
| 1958 | 674,192 | 3.77 | - | - | 25,468 | 3.38 | 16,164 | 1.00 | - | - | 5,216 | 1.42 | 29,851 | 1.00 |
| Richmond, Va. | | | | | | | | | | | | | | |
| 1959 | 79,061 | 3.71 | - | - | 900 | 3.39 | - | - | - | - | 1,727 | 1.33 | 5,917 | .84 |
| Appalachian, Va.-W.Va.-Tenn. | | | | | | | | | | | | | | |
| 1956 | 55,741 | 3.82 | - | - | - | - | 537 | .35 | - | - | 1,963 | 2.17 | 6,892 | .34 |
| 1957 | 57,356 | 3.74 | - | - | 29 | 4.16 | 717 | .40 | - | - | 1,915 | 1.89 | 6,160 | .40 |
| 1958 | 60,386 | 3.68 | - | - | 80 | 3.31 | 934 | .36 | - | - | 1,923 | 1.67 | 6,535 | .47 |
| 1959 | 62,668 | 3.64 | - | - | - | - | 1,157 | .39 | - | - | 2,143 | 1.82 | 6,878 | .53 |
| Bluefield, W. Va. | | | | | | | | | | | | | | |
| 1957 | 26,794 | 3.75 | - | - | 485 | 3.84 | 206 | .46 | - | - | 365 | 1.62 | 2,579 | .30 |
| 1958 | 26,310 | 3.72 | - | - | 590 | 3.76 | 245 | .24 | - | - | 299 | 1.79 | 2,445 | .27 |
| 1959 | 26,289 | 3.71 | - | - | 825 | 3.65 | 287 | .22 | - | - | 92 | 1.57 | 2,437 | .57 |
| Clarksburg, W. Va. | | | | | | | | | | | | | | |
| 1957 | 54,658 | 3.72 | - | - | 392 | 3.62 | 84 | .06 | 618 | 1.06 | 1,115 | 1.32 | 1,598 | .58 |
| 1958 | 56,446 | 3.69 | - | - | 491 | 3.69 | 88 | .12 | 604 | 1.00 | 890 | 1.70 | 1,472 | .66 |
| 1959 | 59,336 | 3.65 | - | - | 693 | 3.72 | 80 | .13 | 692 | .85 | 754 | 1.77 | 1,655 | 1.05 |
| Wheeling, W. Va. | | | | | | | | | | | | | | |
| 1957 | 110,992 | 3.58 | - | - | 2,408 | 3.70 | 503 | .02 | 558 | 1.01 | 1,176 | 1.91 | 2,998 | .96 |
| 1958 | 112,231 | 3.58 | - | - | 2,959 | 3.72 | 547 | .04 | 386 | .87 | 695 | 2.06 | 2,636 | .97 |
| 1959 | 114,500 | 3.56 | - | - | 3,481 | 3.62 | 534 | .03 | 458 | .70 | 705 | 1.93 | 2,814 | .98 |
| North Carolina | | | | | | | | | | | | | | |
| 1959 | 629,956 | - | 5,227 | - | - | - | 21,717 | - | - | - | 42,257 | - | 59,254 | - |
| South Carolina | | | | | | | | | | | | | | |
| 1957 | 312,838 | - | - | - | - | - | 5,741 | - | - | - | 17,309 | - | 27,079 | - |
| 1958 | 309,521 | - | - | - | - | - | 6,419 | - | - | - | 18,255 | - | 27,973 | - |
| 1959 | 315,755 | - | - | - | - | - | 7,425 | - | - | - | 18,184 | - | 29,194 | - |
| Southeastern Florida | | | | | | | | | | | | | | |
| 1958 | 344,084 | 3.82 | 88 | 2.71 | 2,645 | 3.08 | 3,774 | .11 | 12,551 | .88 | 6,220 | .69 | 12,569 | .74 |
| 1959 | 356,141 | 3.76 | 102 | 3.10 | 2,429 | 3.17 | 5,146 | .10 | 12,505 | .95 | 5,928 | .67 | 12,217 | .81 |

Table 5.--Annual sales, milkfat test, population and per capita consumption of fluid milk and cream products by marketing areas, 1950-59--Continued

| Area and Year | Annual sales for fluid use a | | | | | | | | | | Estimated population | Annual per capita cons. | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Cream | | | | | | | | | | | Whole and skim milk | Milk equivalent e | |
| | Mixtures | | Eggnog | | Light | | Sour | | Heavy | | | | Cream | All fluid items f |
| | Sales | Fat | Sales | Fat | Sales | Fat | Sales | Fat | Sales | Fat | | | | |
| | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | Thous. | Pounds | Pounds | Pounds |
| WEST NORTH CENTRAL: (Continued) | | | | | | | | | | | | | | |
| Wichita, Kansas (Continued) | | | | | | | | | | | | | | |
| 1956 | 1,863 | 11.37 | 92 | 11.87 | 593 | 18.25 | 17 | 17.84 | 184 | 37.84 | 270 | 352 | 42 | 357 |
| 1957 | 2,025 | 11.56 | 72 | 12.98 | 448 | 18.29 | 39 | 18.02 | 164 | 38.14 | 285 | 342 | 39 | 342 |
| 1958 | 2,004 | 11.43 | 93 | 9.31 | 325 | 18.04 | 70 | 18.08 | 142 | 38.06 | 295 | 326 | 34 | 324 |
| 1959 | 2,668 | 11.51 | 111 | 9.80 | 262 | 18.06 | 152 | 17.98 | 177 | 38.24 | 460 | 278 | 28 | 275 |
| SOUTH ATLANTIC: | | | | | | | | | | | | | | |
| Wilmington, Del. | | | | | | | | | | | | | | |
| 1957 | 125 | 11.63 | 56 | 7.02 | 1,091 | 20.83 | 44 | 19.87 | 130 | 40.39 | 270 | 322 | 30 | 331 |
| 1958 | 233 | 11.66 | 57 | 6.70 | 1,076 | 20.68 | 54 | 18.96 | 156 | 39.87 | 278 | 322 | 31 | 331 |
| 1959 | 319 | 11.64 | 73 | 7.55 | 993 | 20.75 | 49 | 19.76 | 164 | 39.88 | 288 | 321 | 30 | 330 |
| Baltimore, Md. | | | | | | | | | | | | | | |
| 1950 | - | - | - | - | - | - | - | - | p30,010 | - | 950 | 260 | 32 | 292 |
| 1951 | - | - | - | - | - | - | - | - | 29,199 | - | 949 | 263 | 31 | 294 |
| 1952 | - | - | - | - | - | - | - | - | 26,525 | - | 948 | 267 | 28 | 295 |
| 1953 | - | - | - | - | - | - | - | - | 26,415 | - | 947 | 267 | 28 | 295 |
| 1954 | - | - | - | - | - | - | - | - | 26,722 | - | 946 | 269 | 28 | 297 |
| 1955 | - | - | - | - | - | - | - | - | 25,897 | - | 944 | 281 | 27 | 308 |
| 1956 | - | - | - | - | - | - | - | - | 24,860 | - | 943 | 292 | 26 | 318 |
| 1957 | - | - | - | - | - | - | - | - | 25,197 | - | 942 | 293 | 27 | 320 |
| 1958 | - | - | - | - | - | - | - | - | 24,007 | - | 941 | 291 | 26 | 317 |
| 1959 | - | - | - | - | - | - | - | - | 21,273 | - | 940 | 279 | 23 | 299 |
| Richmond, Va. | | | | | | | | | | | | | | |
| 1950 | - | - | - | - | p6,555 | - | - | - | - | - | 360 | 191 | 18 | 209 |
| 1951 | - | - | - | - | 6,274 | - | - | - | - | - | 370 | - | 17 | - |
| 1952 | - | - | - | - | 6,137 | - | - | - | - | - | 380 | 198 | 16 | 214 |
| 1953 | - | - | - | - | 6,654 | - | - | - | - | - | 390 | 193 | 17 | 210 |
| 1954 | - | - | - | - | 6,512 | - | - | - | - | - | 400 | 188 | 16 | 204 |
| 1955 | - | - | - | - | 6,246 | - | - | - | - | - | 410 | 191 | 15 | 206 |
| 1956 | - | - | - | - | 6,595 | - | - | - | - | - | 420 | 200 | 16 | 216 |
| Virginia | | | | | | | | | | | | | | |
| 1957 | 2,809 | 11.99 | - | - | 4,023 | 19.24 | - | - | 1,001 | 36.61 | 3,442 | 217 | 11 | 215 |
| 1958 | 3,573 | 11.90 | - | - | 5,376 | 19.37 | - | - | 999 | 36.49 | 3,503 | 214 | 14 | 215 |
| Richmond, Va. | | | | | | | | | | | | | | |
| 1959 | 608 | 11.72 | - | - | 614 | 18.93 | - | - | 153 | 36.72 | 450 | 195 | 14 | 190 |
| Appalachian Va.-W.Va.-Tenn. | | | | | | | | | | | | | | |
| 1956 | 107 | 13.24 | 87 | 7.85 | 157 | 20.37 | - | - | 92 | 36.25 | 337 | 193 | 6 | 171 |
| 1957 | 140 | 13.79 | 31 | 19.50 | 164 | 20.84 | 2 | 19.47 | 79 | 36.32 | 340 | 195 | 7 | 174 |
| 1958 | 153 | 13.35 | 55 | 13.72 | 156 | 19.96 | 3 | 19.42 | 74 | 36.50 | 343 | 204 | 7 | 180 |
| 1959 | 169 | 12.81 | 76 | 12.91 | 150 | 19.80 | 8 | 19.22 | 72 | 36.08 | 347 | 210 | 7 | 187 |
| Bluefield, W. Va. | | | | | | | | | | | | | | |
| 1957 | 30 | 12.11 | 5 | 9.55 | 42 | 21.18 | 6 | 19.94 | 45 | 36.07 | 190 | 160 | 4 | 142 |
| 1958 | 76 | 13.75 | - | - | 40 | 19.92 | 7 | 20.00 | 33 | 36.62 | 185 | 162 | 4 | 143 |
| 1959 | 119 | 6.47 | - | - | 37 | 19.65 | 9 | 19.76 | 30 | 36.69 | 185 | 162 | 5 | 148 |
| Clarksburg, W. Va. | | | | | | | | | | | | | | |
| 1957 | 585 | 12.20 | 21 | 11.24 | 135 | 19.04 | 7 | 19.80 | 49 | 35.06 | 236 | 248 | 13 | 235 |
| 1958 | 666 | 11.99 | 30 | 10.05 | 105 | 19.08 | 11 | 18.30 | 52 | 37.20 | 235 | 255 | 13 | 239 |
| 1959 | 701 | 11.86 | 47 | 6.69 | 96 | 18.82 | 17 | 18.55 | 43 | 37.05 | 234 | 270 | 13 | 255 |
| Wheeling, W. Va. | | | | | | | | | | | | | | |
| 1957 | 664 | 10.94 | 74 | 7.61 | 736 | 19.63 | 78 | 19.33 | 95 | 34.06 | 405 | 293 | 17 | 278 |
| 1958 | 819 | 11.21 | 99 | 8.71 | 647 | 19.71 | 95 | 19.33 | 81 | 34.19 | 407 | 293 | 17 | 278 |
| 1959 | 910 | 11.76 | 110 | 8.19 | 603 | 19.72 | 107 | 19.39 | 83 | 34.12 | 410 | 299 | 18 | 285 |
| North Carolina | | | | | | | | | | | | | | |
| 1959 | 5,399 | - | 754 | - | 39 | - | 455 | - | 1,496 | - | 4,040 | 188 | 9 | 170 |
| South Carolina | | | | | | | | | | | | | | |
| 1957 | 941 | - | - | - | 1,318 | - | - | - | - | - | 2,090 | 174 | 6 | 152 |
| 1958 | 880 | - | - | - | 1,342 | - | - | - | - | - | 2,140 | 169 | 6 | 149 |
| 1959 | 1,168 | - | - | - | 1,346 | - | - | - | - | - | 2,200 | 168 | 6 | 149 |
| Southeastern Florida | | | | | | | | | | | | | | |
| 1958 | 7,061 | 9.62 | 1,321 | 6.41 | 6,489 | 17.02 | 795 | 15.52 | 1,430 | 39.43 | 1,400 | 273 | 46 | 287 |
| 1959 | 8,156 | 9.58 | 1,514 | 6.36 | 6,489 | 17.23 | 871 | 17.66 | 1,331 | 39.42 | 1,480 | 267 | 45 | 277 |

Table 5.--Annual sales, milkfat test, population and per capita consumption of fluid milk and cream products by marketing areas, 1950-59--Continued

| Area and Year | Annual per capita consumption | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Whole milk | | | Skim milk | | | | Cream | | | | |
| | Plain | [b] Yogurt | [c] Flavored | [d] Plain | [d] Fortified | [c] Flavored | Buttermilk | Mixtures | Eggnog | Light | Sour | Heavy |
| | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds |
| WEST NORTH CENTRAL: (Continued) | | | | | | | | | | | | |
| Wichita, Kansas (Continued) | | | | | | | | | | | | |
| 1956 | 330 | - | - | 8.45 | - | 7.84 | 5.91 | 6.90 | .34 | 2.20 | .06 | .68 |
| 1957 | 321 | k | .74 | 3.04 | 5.26 | 6.65 | 5.36 | 7.11 | .25 | 1.57 | .14 | .58 |
| 1958 | 306 | - | 3.41 | 3.42 | 5.19 | 2.56 | 4.88 | 6.79 | .32 | 1.10 | .24 | .48 |
| 1959 | 259 | - | 5.07 | 3.59 | 5.19 | .09 | 4.40 | 5.80 | .24 | .57 | .33 | .38 |
| SOUTH ATLANTIC: | | | | | | | | | | | | |
| Wilmington, Del. | | | | | | | | | | | | |
| 1957 | 301 | k | 4.71 | 7.72 | .02 | 5.76 | 2.53 | .46 | .21 | 4.04 | .16 | .48 |
| 1958 | 304 | - | 4.00 | 7.94 | .01 | 4.25 | 2.09 | .84 | .21 | 3.87 | .19 | .56 |
| 1959 | 302 | - | 4.83 | 8.47 | - | 3.69 | 2.12 | 1.11 | .25 | 3.45 | .17 | .57 |
| Baltimore, Md. | | | | | | | | | | | | |
| 1950 | 241 | - | 15.24 | - | - | - | 3.66 | - | - | - | - | p31.59 |
| 1951 | 244 | - | 15.31 | - | - | - | 3.68 | - | - | - | - | 30.77 |
| 1952 | 247 | - | 15.40 | - | - | - | 3.93 | - | - | - | - | 27.98 |
| 1953 | 248 | - | 15.46 | - | - | - | 3.63 | - | - | - | - | 27.89 |
| 1954 | 250 | - | 15.93 | - | - | - | 3.68 | - | - | - | - | 28.25 |
| 1955 | 260 | - | 17.10 | - | - | - | 3.78 | - | - | - | - | 27.43 |
| 1956 | 271 | - | 17.53 | - | - | - | 3.79 | - | - | - | - | 26.36 |
| 1957 | 271 | - | 17.69 | - | - | - | 3.77 | - | - | - | - | 26.75 |
| 1958 | 273 | - | 14.48 | - | - | - | 3.13 | - | - | - | - | 25.51 |
| 1959 | 263 | - | 13.27 | - | - | - | 2.95 | - | - | - | - | 22.63 |
| Richmond, Va. | | | | | | | | | | | | |
| 1950 | 172 | - | - | - | - | 8.62 | 9.94 | - | - | p18.21 | - | - |
| 1951 | 171 | - | - | - | - | - | - | - | - | 16.96 | - | - |
| 1952 | 177 | - | - | - | - | 8.18 | 12.68 | - | - | 16.15 | - | - |
| 1953 | 172 | - | - | - | - | 7.81 | 13.49 | - | - | 17.06 | - | - |
| 1954 | 168 | - | - | - | - | 7.01 | 13.29 | - | - | 16.28 | - | - |
| 1955 | 171 | - | - | - | - | 7.33 | 13.41 | - | - | 15.23 | - | - |
| 1956 | 179 | - | - | - | - | 7.36 | 14.07 | - | - | 15.70 | - | - |
| Virginia | | | | | | | | | | | | |
| 1957 | 196 | - | 7.09 | 3.93 | - | 1.98 | 8.46 | .82 | - | 1.17 | - | .29 |
| 1958 | 192 | - | 7.27 | 4.61 | - | 1.49 | 8.52 | 1.02 | - | 1.53 | - | .29 |
| Richmond, Va. | | | | | | | | | | | | |
| 1959 | 176 | - | 2.00 | - | - | 3.84 | 13.15 | 1.35 | - | 1.36 | - | .34 |
| Appalachian, Va.-W.Va.-Tenn. | | | | | | | | | | | | |
| 1956 | 165 | - | - | 1.59 | - | 5.82 | 20.45 | .32 | .26 | .47 | - | .27 |
| 1957 | 169 | - | .09 | 2.11 | - | 5.63 | 18.12 | .41 | .09 | .48 | .01 | .23 |
| 1958 | 176 | - | .23 | 2.72 | - | 5.61 | 19.05 | .45 | .16 | .45 | .01 | .22 |
| 1959 | 181 | - | - | 3.33 | - | 6.18 | 19.82 | .49 | .22 | .43 | .02 | .21 |
| Bluefield, W. Va. | | | | | | | | | | | | |
| 1957 | 141 | - | 2.55 | 1.08 | - | 1.92 | 13.57 | .16 | .03 | .22 | .03 | .24 |
| 1958 | 142 | - | 3.19 | 1.32 | - | 1.62 | 13.22 | .41 | - | .22 | .04 | .18 |
| 1959 | 142 | - | 4.46 | 1.55 | - | .50 | 13.17 | .64 | - | .20 | .05 | .16 |
| Clarksburg, W. Va. | | | | | | | | | | | | |
| 1957 | 232 | - | 1.66 | .35 | 2.62 | 4.72 | 6.77 | 2.48 | .09 | .57 | .03 | .21 |
| 1958 | 240 | - | 2.09 | .37 | 2.57 | 3.79 | 6.26 | 2.83 | .13 | .45 | .05 | .22 |
| 1959 | 254 | - | 2.96 | .34 | 2.96 | 3.22 | 7.07 | 3.00 | .20 | .41 | .07 | .18 |
| Wheeling, W. Va. | | | | | | | | | | | | |
| 1957 | 274 | - | 5.95 | 1.24 | 1.38 | 2.90 | 7.40 | 1.64 | .18 | 1.82 | .19 | .24 |
| 1958 | 276 | - | 7.27 | 1.34 | .95 | 1.71 | 6.48 | 2.01 | .24 | 1.59 | .23 | .20 |
| 1959 | 279 | - | 8.49 | 1.30 | 1.12 | 1.72 | 6.86 | 2.22 | .27 | 1.47 | .26 | .20 |
| North Carolina | | | | | | | | | | | | |
| 1959 | 156 | 1.29 | - | 5.38 | - | 10.46 | 14.67 | 1.34 | .19 | .01 | .11 | .37 |
| South Carolina | | | | | | | | | | | | |
| 1957 | 150 | - | - | 2.75 | - | 8.28 | 12.96 | .45 | - | .63 | - | - |
| 1958 | 145 | - | - | 3.00 | - | 8.53 | 13.07 | .41 | - | .63 | - | - |
| 1959 | 144 | - | - | 3.38 | - | 8.27 | 13.27 | .53 | - | .61 | - | - |
| Southeastern Florida | | | | | | | | | | | | |
| 1958 | 246 | .06 | 1.89 | 2.70 | 8.96 | 4.44 | 8.98 | 5.04 | .94 | 4.64 | .57 | 1.02 |
| 1959 | 241 | .07 | 1.64 | 3.48 | 8.45 | 4.01 | 8.25 | 5.51 | 1.02 | 4.38 | .59 | .90 |

Table 5.--Annual sales, milkfat test, population and per capita consumption of fluid milk and cream products by marketing areas, 1950-59

| Area and Year | Annual sales for fluid use a | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Whole milk | | | | | | Skim milk | | | | | | | |
| | Plain | | Yogurt b | | Flavored c | | Plain d | | Fortified d | | Flavored c | | Buttermilk | |
| | Sales | Fat | Sales | Fat | Sales | Fat | Sales | Fat | Sales | Fat | Sales | Fat | Sales | Fat |
| | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. |
| EAST SOUTH CENTRAL: | | | | | | | | | | | | | | |
| Louisville, Ky.-Ind. | | | | | | | | | | | | | | |
| 1953 | 174,808 | 3.73 | - | - | - | - | 2,490 | .42 | - | - | 5,470 | 1.66 | 8,406 | .65 |
| 1954 | 181,782 | 3.72 | - | - | - | - | 4,491 | 1.14 | - | - | 5,675 | 1.61 | 8,210 | .63 |
| 1955 | 197,354 | 3.73 | - | - | - | - | 5,061 | 1.26 | - | - | 6,052 | 1.65 | 8,249 | .71 |
| 1956 | 207,794 | 3.73 | - | - | - | - | 5,462 | 1.28 | - | - | 6,013 | 1.70 | 7,883 | .78 |
| 1957 | 211,467 | 3.72 | k | - | 231 | 3.71 | 1,212 | .46 | 5,688 | 1.56 | 5,026 | 1.57 | 8,002 | .80 |
| 1958 | 209,779 | 3.71 | - | - | 1,592 | 3.44 | 1,754 | .55 | 7,743 | 1.80 | 2,825 | 1.32 | 7,894 | .77 |
| 1959 | 218,764 | 3.67 | - | - | 1,071 | 3.41 | 2,069 | .59 | 8,799 | 1.86 | 3,271 | 1.25 | 7,550 | .79 |
| Paducah, Ky. | | | | | | | | | | | | | | |
| 1958 | 27,788 | 3.60 | - | - | 365 | 3.37 | 977 | 1.82 | 116 | .82 | 322 | 1.94 | 2,587 | .55 |
| 1959 | 28,489 | 3.66 | - | - | 489 | 3.44 | 1,595 | 1.87 | 162 | .78 | 266 | 2.30 | 2,586 | .60 |
| Chattanooga, Tenn. | | | | | | | | | | | | | | |
| 1957 | 74,751 | 3.97 | - | - | - | - | 1,449 | .46 | - | - | 1,774 | 2.29 | 9,198 | .21 |
| 1958 | 73,379 | 3.97 | - | - | - | - | 1,879 | .69 | - | - | 1,656 | 2.35 | 9,184 | .31 |
| 1959 | 74,657 | 3.95 | - | - | - | - | 2,480 | .88 | - | - | 1,762 | 2.37 | 8,952 | .36 |
| Knoxville, Tenn. | | | | | | | | | | | | | | |
| 1956 | 76,583 | 3.71 | - | - | - | - | 1,241 | .18 | - | - | 2,919 | 1.71 | 7,880 | .43 |
| 1957 | 74,109 | 3.73 | - | - | - | - | 1,660 | .28 | - | - | 2,816 | 1.69 | 7,924 | .47 |
| 1958 | 73,740 | 3.71 | - | - | - | - | 2,308 | .34 | - | - | 2,673 | 1.65 | 8,018 | .61 |
| 1959 | 76,547 | 3.68 | - | - | - | - | 2,842 | .35 | - | - | 2,889 | 1.67 | 7,914 | .66 |
| Memphis, Tenn. | | | | | | | | | | | | | | |
| 1956 | 126,853 | 3.81 | - | - | - | - | 3,521 | 1.00 | - | - | 4,343 | 1.98 | 16,394 | .45 |
| 1957 | 124,774 | 3.78 | - | - | 2,598 | 3.48 | 644 | .40 | 2,302 | .73 | k | - | 15,046 | .47 |
| 1958 | 123,882 | 3.76 | - | - | 3,921 | 3.51 | 447 | .48 | 2,058 | .25 | - | - | 13,658 | .56 |
| 1959 | 129,693 | 3.73 | - | - | 4,400 | 3.52 | 343 | .34 | 2,243 | .22 | - | - | 14,215 | .71 |
| Nashville, Tenn. | | | | | | | | | | | | | | |
| 1958 | 101,821 | 3.59 | - | - | - | - | 2,049 | .14 | - | - | 3,091 | 1.90 | 14,101 | .42 |
| 1959 | 107,355 | 3.58 | - | - | - | - | 2,492 | .17 | - | - | 3,132 | 1.94 | 13,546 | .44 |
| Central Mississippi | | | | | | | | | | | | | | |
| 1957 | 100,750 | 4.01 | - | - | 6,181 | 3.64 | 1,162 | .59 | 87 | .15 | k | - | 10,526 | 1.01 |
| 1958 | 104,636 | 3.98 | - | - | 6,858 | 3.63 | 1,473 | .60 | 77 | .08 | - | - | 10,403 | 1.14 |
| 1959 | 111,039 | 3.95 | - | - | 8,484 | 3.60 | 1,751 | .60 | 584 | 1.61 | - | - | 10,825 | 1.15 |
| Mississippi Delta | | | | | | | | | | | | | | |
| 1959 | 58,398 | 3.92 | - | - | 7,170 | 3.88 | 426 | .40 | 317 | .66 | - | - | 7,523 | .62 |
| Mississippi Gulf Coast | | | | | | | | | | | | | | |
| 1959 | 49,664 | 3.82 | - | - | 4,359 | 3.78 | 1,095 | .84 | 345 | 1.15 | 5 | 2.10 | 2,407 | 1.32 |
| WEST SOUTH CENTRAL: | | | | | | | | | | | | | | |
| Central Arkansas | | | | | | | | | | | | | | |
| 1958 | 100,111 | 3.72 | - | - | 2,344 | 3.59 | 2,445 | 1.63 | 1,961 | 2.06 | 267 | 2.09 | 9,934 | 1.01 |
| 1959 | 106,232 | 3.70 | - | - | 3,016 | 3.57 | 2,731 | 1.63 | 2,287 | 2.02 | 241 | 2.30 | 10,335 | 1.02 |
| New Orleans, La. | | | | | | | | | | | | | | |
| 1958 | 209,508 | 3.93 | - | - | 4,629 | 3.91 | 4,148 | .69 | 1,988 | .16 | 1,792 | 1.70 | 3,521 | 1.70 |
| 1959 | 211,363 | 3.90 | 41 | 3.42 | 5,210 | 3.88 | 5,260 | .77 | 1,704 | .44 | 1,778 | 2.00 | 3,565 | 1.71 |
| Northern Louisiana | | | | | | | | | | | | | | |
| 1959 | 93,551 | 3.84 | - | - | 625 | 4.21 | 1,580 | .54 | 119 | .63 | 1,284 | 2.26 | 7,752 | 1.01 |
| Oklahoma Metropolitan | | | | | | | | | | | | | | |
| 1952 | 188,868 | 3.60 | - | - | - | - | 2,803 | .01 | - | - | 2,395 | 1.59 | 13,066 | .79 |
| 1953 | 196,965 | 3.61 | - | - | - | - | 3,057 | .03 | - | - | 2,418 | 1.67 | 12,636 | .78 |
| 1954 | 207,352 | 3.71 | - | - | - | - | 3,272 | .04 | - | - | 2,562 | 2.24 | 12,959 | 1.02 |
| 1955 | 221,469 | 3.69 | - | - | - | - | 3,417 | .04 | - | - | 3,148 | 2.77 | 12,856 | 1.15 |
| 1956 | 238,037 | 3.69 | - | - | - | - | 3,843 | .06 | - | - | 3,235 | 3.45 | 13,604 | 1.26 |
| 1957 | 251,006 | 3.66 | 27 | 3.71 | 3,199 | 4.11 | 332 | .44 | 3,856 | .10 | 494 | 2.00 | 13,678 | 1.26 |
| 1958 | 269,138 | 3.66 | 40 | 3.66 | 4,523 | 4.11 | 695 | .33 | 3,499 | .22 | 274 | 1.76 | 14,448 | 1.21 |
| 1959 | 274,702 | 3.65 | 72 | 3.74 | 4,956 | 4.16 | 1,559 | .24 | 3,109 | .35 | 151 | 1.93 | 15,703 | 1.35 |
| Red River Valley, Okla.-Tex. | | | | | | | | | | | | | | |
| 1959 | 111,146 | 3.51 | 6 | 3.33 | 3,029 | 3.91 | 449 | .19 | n1,984 | .44 | - | - | 7,364 | .93 |
| Austin-Waco, Tex. | | | | | | | | | | | | | | |
| 1956 | 129,230 | 3.68 | - | - | - | - | 2,938 | .50 | - | - | 5,566 | 3.85 | 7,066 | 1.03 |
| 1957 | 128,036 | 3.65 | k | - | 5,629 | 3.94 | 421 | .14 | 2,520 | .54 | 21 | 1.63 | 6,328 | 1.11 |
| 1958 | 133,152 | 3.60 | - | - | 6,060 | 3.80 | 311 | .20 | 2,779 | .64 | 23 | 2.13 | 6,489 | 1.04 |
| 1959 | 139,431 | 3.54 | - | - | 6,379 | 3.75 | 393 | .53 | 3,296 | .82 | - | - | 6,014 | 1.09 |

Table 5.--Annual sales, milkfat test, population and per capita consumption of fluid milk and cream products by marketing areas, 1950-59--Continued

| Area and Year | Annual sales for fluid use a | | | | | | | | | | Estimated population | Annual per capita cons. | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Cream | | | | | | | | | | | Whole and skim milk | Milk equivalent e | |
| | Mixtures | | Eggnog | | Light | | Sour | | Heavy | | | | Cream | All fluid items f |
| | Sales | Fat | Sales | Fat | Sales | Fat | Sales | Fat | Sales | Fat | | | | |
| | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | Thous. | Pounds | Pounds | Pounds |
| EAST SOUTH CENTRAL: | | | | | | | | | | | | | | |
| Louisville, Ky.-Ind. | | | | | | | | | | | | | | |
| 1953 | 1,127 | 11.86 | 322 | 10.33 | 1,514 | 21.60 | 33 | 18.91 | 139 | 38.07 | 625 | 306 | 23 | 297 |
| 1954 | 1,312 | 11.94 | 364 | 10.16 | 1,304 | 22.08 | 39 | 19.27 | 156 | 37.61 | 640 | 313 | 22 | 304 |
| 1955 | 1,517 | 12.05 | 445 | 9.92 | 1,249 | 22.46 | 31 | 20.08 | 184 | 37.37 | 660 | 328 | 23 | 316 |
| 1956 | 1,806 | 12.16 | 576 | 6.53 | 1,212 | 22.37 | 40 | 18.02 | 195 | 38.01 | 675 | 337 | 23 | 326 |
| 1957 | 2,001 | 12.07 | 575 | 6.18 | 1,110 | 22.28 | 70 | 17.93 | 206 | 35.14 | 690 | 336 | 23 | 327 |
| 1958 | 2,146 | 12.02 | 485 | 7.28 | 939 | 21.91 | 114 | 17.90 | 253 | 33.13 | 710 | 326 | 22 | 319 |
| 1959 | 2,279 | 12.04 | 538 | 7.05 | 903 | 21.03 | 149 | 18.23 | 272 | 33.55 | 725 | 333 | 23 | 328 |
| Paducah, Ky. | | | | | | | | | | | | | | |
| 1958 | 150 | 12.35 | 32 | 8.24 | 12 | 20.88 | - | - | 82 | 39.26 | 120 | 268 | 11 | 225 |
| 1959 | 169 | 12.70 | 47 | 8.25 | 11 | 19.71 | - | - | 83 | 38.76 | 125 | 269 | 12 | 226 |
| Chattanooga, Tenn. | | | | | | | | | | | | | | |
| 1957 | 47 | 12.42 | 225 | 5.79 | 337 | 19.66 | 22 | 16.72 | 263 | 36.77 | 280 | 311 | 15 | 265 |
| 1958 | - | - | 207 | 6.19 | 417 | 18.51 | - | - | 224 | 36.41 | 287 | 300 | 14 | 256 |
| 1959 | 168 | 11.98 | 215 | 6.83 | 268 | 19.68 | 72 | 18.86 | 215 | 36.00 | 294 | 299 | 14 | 258 |
| Knoxville, Tenn. | | | | | | | | | | | | | | |
| 1956 | 318 | 12.34 | 167 | 6.72 | 262 | 19.71 | - | - | 184 | 37.75 | 270 | 328 | 16 | 288 |
| 1957 | 406 | 12.29 | 140 | 7.38 | 215 | 19.39 | 6 | 18.80 | 187 | 37.88 | 274 | 316 | 16 | 280 |
| 1958 | 450 | 12.29 | 184 | 8.06 | 177 | 19.59 | - | - | 197 | 37.62 | 277 | 313 | 16 | 279 |
| 1959 | 459 | 12.28 | 201 | 8.59 | 137 | 19.87 | 28 | 18.18 | 198 | 37.08 | 280 | 322 | 17 | 287 |
| Memphis, Tenn. | | | | | | | | | | | | | | |
| 1956 | 760 | 11.54 | 386 | 7.47 | 1,375 | 17.93 | - | - | 450 | 35.89 | 610 | 248 | 20 | 216 |
| 1957 | 765 | 11.74 | 375 | 6.58 | 1,282 | 18.01 | 39 | 17.82 | 406 | 35.89 | 625 | 235 | 19 | 207 |
| 1958 | 879 | 11.97 | 414 | 6.90 | 1,195 | 18.04 | 74 | 16.70 | 378 | 35.99 | 640 | 225 | 19 | 203 |
| 1959 | 1,042 | 12.03 | 609 | 7.45 | 1,146 | 18.13 | 123 | 15.91 | 388 | 36.14 | 660 | 229 | 20 | 206 |
| Nashville, Tenn. | | | | | | | | | | | | | | |
| 1958 | 1,228 | 12.10 | 186 | 14.15 | 55 | 20.76 | 27 | 18.55 | 318 | 35.31 | 435 | 278 | 17 | 227 |
| 1959 | 1,216 | 12.20 | 256 | 12.31 | 33 | 22.09 | 45 | 18.21 | 302 | 35.20 | 445 | 284 | 17 | 234 |
| Central Mississippi | | | | | | | | | | | | | | |
| 1957 | 1,210 | 13.00 | 106 | 7.85 | 240 | 22.32 | 18 | 20.10 | 354 | 35.55 | 730 | 163 | 10 | 150 |
| 1958 | 1,330 | 12.75 | 112 | 7.85 | 174 | 21.41 | 25 | 20.09 | 341 | 34.85 | 740 | 167 | 11 | 156 |
| 1959 | 1,493 | 13.08 | 141 | 7.57 | 130 | 20.22 | 44 | 19.72 | 341 | 35.23 | 755 | 176 | 11 | 165 |
| Mississippi Delta | | | | | | | | | | | | | | |
| 1959 | 464 | 11.37 | 80 | 9.29 | - | - | 19 | 20.19 | 200 | 35.57 | 550 | 134 | 6 | 115 |
| Mississippi Gulf Coast | | | | | | | | | | | | | | |
| 1959 | 878 | 12.22 | 76 | 9.66 | 114 | 18.99 | 20 | 18.23 | 59 | 33.50 | 228 | 254 | 16 | 233 |
| WEST SOUTH CENTRAL: | | | | | | | | | | | | | | |
| Central Arkansas | | | | | | | | | | | | | | |
| 1958 | 1,392 | 11.76 | 419 | 4.50 | 174 | 19.38 | 31 | 18.15 | 318 | 35.76 | 555 | 211 | 15 | 192 |
| 1959 | 1,492 | 11.98 | 492 | 5.42 | 157 | 19.72 | 48 | 18.89 | 317 | 35.87 | 565 | 221 | 16 | 204 |
| New Orleans, La. | | | | | | | | | | | | | | |
| 1958 | 1,643 | 12.30 | 389 | 6.30 | 1,350 | 20.24 | 98 | 18.28 | 328 | 33.63 | 990 | 228 | 15 | 219 |
| 1959 | 1,867 | 12.24 | 446 | 5.59 | 1,281 | 19.90 | 138 | 18.22 | 323 | 33.20 | 1,010 | 227 | 15 | 217 |
| Northern Louisiana | | | | | | | | | | | | | | |
| 1959 | 554 | 12.34 | - | - | 429 | 18.32 | 45 | 16.53 | 301 | 33.30 | 535 | 196 | 11 | 178 |
| Oklahoma Metropolitan | | | | | | | | | | | | | | |
| 1952 | 2,366 | 11.42 | 40 | 10.33 | 2,196 | 19.40 | 1 | 18.76 | 561 | 34.54 | 760 | 273 | 30 | 261 |
| 1953 | 2,661 | 11.69 | 9 | 11.07 | 1,934 | 19.64 | 1 | 18.08 | 645 | 35.10 | 780 | 276 | 30 | 268 |
| 1954 | 2,885 | 11.89 | 173 | 11.08 | 1,574 | 19.85 | 2 | 17.99 | 643 | 35.16 | 800 | 283 | 29 | 285 |
| 1955 | 3,267 | 11.85 | 245 | 11.16 | 1,409 | 20.27 | 22 | 18.60 | 656 | 35.42 | 840 | 287 | 29 | 286 |
| 1956 | 3,636 | 11.99 | 332 | 10.16 | 1,239 | 20.40 | 75 | 18.50 | 678 | 35.41 | 880 | 294 | 29 | 296 |
| 1957 | 3,930 | 11.95 | 366 | 10.22 | 1,070 | 20.27 | 182 | 18.15 | 716 | 35.50 | 930 | 293 | 28 | 300 |
| 1958 | 4,316 | 11.93 | 403 | 9.55 | 882 | 20.18 | 249 | 18.73 | 733 | 35.31 | 950 | 308 | 29 | 310 |
| 1959 | 4,594 | 12.01 | 451 | 9.99 | 693 | 20.20 | 357 | 19.26 | 734 | 35.79 | 980 | 306 | 29 | 311 |
| Red River Valley, Okla.-Tex. | | | | | | | | | | | | | | |
| 1959 | r1,419 | 11.15 | - | - | 54 | 19.50 | 92 | 18.71 | 267 | 35.28 | 420 | 297 | 18 | 277 |
| Austin-Waco, Tex. | | | | | | | | | | | | | | |
| 1956 | 2,243 | 11.21 | 64 | 16.57 | 305 | 19.90 | 35 | 20.71 | 517 | 35.70 | 590 | 245 | 22 | 236 |
| 1957 | 2,061 | 12.34 | 184 | 7.44 | 203 | 20.16 | 80 | 20.02 | 474 | 36.08 | 600 | 238 | 21 | 232 |
| 1958 | 2,299 | 12.16 | - | - | 312 | 19.85 | - | - | 486 | 35.86 | 620 | 240 | 21 | 232 |
| 1959 | 2,252 | 12.42 | 43 | 14.93 | 274 | 10.35 | - | - | 480 | 36.22 | 635 | 245 | 21 | 237 |

Table 5.--Annual sales, milkfat test, population and per capita consumption of fluid milk and cream products by marketing areas, 1950-59--Continued

| Area and Year | Annual per capita consumption | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Whole milk | | | Skim milk | | | | Cream | | | | |
| | Plain | [b] Yogurt | [c] Flavored | [d] Plain | [d] Fortified | [c] Flavored | Buttermilk | Mixtures | Eggnog | Light | Sour | Heavy |
| | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds |
| EAST SOUTH CENTRAL: | | | | | | | | | | | | |
| Louisville, Ky.-Ind. | | | | | | | | | | | | |
| 1953 | 280 | - | - | 3.98 | - | 8.75 | 13.45 | 1.80 | .52 | 2.42 | .05 | .22 |
| 1954 | 284 | - | - | 7.02 | - | 8.87 | 12.83 | 2.05 | .57 | 2.04 | .06 | .24 |
| 1955 | 299 | - | - | 7.67 | - | 9.17 | 12.50 | 2.30 | .67 | 1.89 | .05 | .28 |
| 1956 | 308 | - | - | 8.09 | - | 8.91 | 11.68 | 2.68 | .85 | 1.80 | .06 | .29 |
| 1957 | 306 | k | .33 | 1.76 | 8.24 | 7.28 | 11.60 | 2.90 | .83 | 1.61 | .10 | .30 |
| 1958 | 295 | - | 2.24 | 2.47 | 10.91 | 3.98 | 11.12 | 3.02 | .68 | 1.32 | .16 | .36 |
| 1959 | 302 | - | 1.48 | 2.85 | 12.14 | 4.51 | 10.41 | 3.14 | .74 | 1.25 | .21 | .38 |
| Paducah, Ky. | | | | | | | | | | | | |
| 1958 | 232 | - | 3.04 | 8.14 | .97 | 2.68 | 21.56 | 1.25 | .27 | .10 | - | .68 |
| 1959 | 228 | - | 3.91 | 12.76 | 1.30 | 2.13 | 20.69 | 1.35 | .38 | .09 | - | .66 |
| Chattanooga, Tenn. | | | | | | | | | | | | |
| 1957 | 267 | - | - | 5.18 | - | 6.34 | 32.85 | .17 | .80 | 1.20 | .08 | .93 |
| 1958 | 256 | - | - | 6.55 | - | 5.77 | 32.00 | - | .72 | 1.45 | - | .78 |
| 1959 | 254 | - | - | 8.44 | - | 5.99 | 30.45 | .57 | .73 | .91 | .24 | .73 |
| Knoxville, Tenn. | | | | | | | | | | | | |
| 1956 | 284 | - | - | 4.60 | - | 10.81 | 29.19 | 1.18 | .62 | .97 | - | .68 |
| 1957 | 270 | - | - | 6.06 | - | 10.28 | 28.92 | 1.48 | .51 | .78 | .02 | .68 |
| 1958 | 266 | - | - | 8.33 | - | 9.65 | 28.95 | 1.62 | .66 | .64 | - | .71 |
| 1959 | 273 | - | - | 10.15 | - | 10.32 | 28.26 | 1.64 | .72 | .49 | .10 | .71 |
| Memphis, Tenn. | | | | | | | | | | | | |
| 1956 | 208 | - | - | 5.77 | - | 7.12 | 26.88 | 1.25 | .63 | 2.25 | - | .74 |
| 1957 | 200 | - | 4.16 | 1.03 | n 3.68 | - | 24.07 | 1.22 | .60 | 2.05 | .06 | .65 |
| 1958 | 194 | - | 6.13 | .70 | 3.22 | - | 21.34 | 1.37 | .65 | 1.87 | .12 | .59 |
| 1959 | 197 | - | 6.67 | .52 | 3.40 | - | 21.54 | 1.58 | .92 | 1.74 | .19 | .59 |
| Nashville, Tenn. | | | | | | | | | | | | |
| 1958 | 234 | - | - | 4.71 | - | 7.11 | 32.42 | 2.82 | .43 | .13 | .06 | .73 |
| 1959 | 241 | - | - | 5.60 | - | 7.04 | 30.44 | 2.73 | .58 | .07 | .10 | .68 |
| Central Mississippi | | | | | | | | | | | | |
| 1957 | 136 | - | 8.47 | 1.59 | .12 | k | 14.42 | 1.66 | .15 | .33 | .02 | .48 |
| 1958 | 141 | - | 9.27 | 1.99 | .10 | - | 14.06 | 1.80 | .15 | .24 | .03 | .46 |
| 1959 | 147 | - | 11.24 | 2.32 | .77 | - | 14.34 | 1.98 | .19 | .17 | .06 | .45 |
| Mississippi Delta | | | | | | | | | | | | |
| 1959 | 106 | - | 13.04 | .77 | .58 | - | 13.68 | .84 | .15 | - | .03 | .36 |
| Mississippi Gulf Coast | | | | | | | | | | | | |
| 1959 | 218 | - | 19.12 | 4.80 | 1.51 | .02 | 10.56 | 3.85 | .33 | .50 | .09 | .26 |
| WEST SOUTH CENTRAL: | | | | | | | | | | | | |
| Central Arkansas | | | | | | | | | | | | |
| 1958 | 180 | - | 4.22 | 4.41 | 3.53 | .48 | 17.90 | 2.51 | .75 | .31 | .06 | .57 |
| 1959 | 188 | - | 5.34 | 4.83 | 4.05 | .43 | 18.29 | 2.64 | .87 | .28 | .08 | .56 |
| New Orleans, La. | | | | | | | | | | | | |
| 1958 | 212 | - | 4.68 | 4.19 | 2.01 | 1.81 | 3.56 | 1.66 | .39 | 1.36 | .10 | .33 |
| 1959 | 209 | .04 | 5.16 | 5.21 | 1.69 | 1.76 | 3.53 | 1.85 | .44 | 1.27 | .14 | .32 |
| Northern Louisiana | | | | | | | | | | | | |
| 1959 | 175 | - | 1.17 | 2.95 | .22 | 2.40 | 14.49 | 1.04 | - | .80 | .08 | .56 |
| Oklahoma Metropolitan | | | | | | | | | | | | |
| 1952 | 249 | - | - | 3.69 | - | 3.15 | 17.19 | 3.11 | .05 | 2.89 | - | .74 |
| 1953 | 253 | - | - | 3.92 | - | 3.10 | 16.20 | 3.41 | .01 | 2.48 | - | .83 |
| 1954 | 259 | - | - | 4.09 | - | 3.20 | 16.20 | 3.61 | .22 | 1.97 | - | .80 |
| 1955 | 264 | - | - | 4.07 | - | 3.75 | 15.30 | 3.89 | .29 | 1.68 | .03 | .78 |
| 1956 | 270 | - | - | 4.37 | - | 3.68 | 15.46 | 4.13 | .38 | 1.41 | .09 | .77 |
| 1957 | 270 | .03 | 3.44 | .36 | 4.15 | .53 | 14.71 | 4.23 | .39 | 1.15 | .20 | .77 |
| 1958 | 283 | .04 | 4.76 | .73 | 3.68 | .29 | 15.21 | 4.54 | .42 | .93 | .26 | .77 |
| 1959 | 280 | .07 | 5.06 | 1.59 | 3.17 | .15 | 16.02 | 4.69 | .46 | .71 | .36 | .75 |
| Red River Valley, Okla.-Tex. | | | | | | | | | | | | |
| 1959 | r 265 | .01 | 7.21 | 1.07 | n 4.72 | - | 17.53 | 3.38 | - | .13 | .22 | .64 |
| Austin-Waco, Tex. | | | | | | | | | | | | |
| 1956 | 219 | k | - | 4.98 | - | 9.43 | 11.98 | 3.80 | .11 | .52 | .06 | .88 |
| 1957 | 213 | - | 9.38 | .70 | 4.20 | .04 | 10.55 | 3.44 | .31 | .34 | .13 | .79 |
| 1958 | 215 | - | 9.77 | .50 | 4.48 | .04 | 10.47 | 3.71 | - | .50 | - | .78 |
| 1959 | 220 | - | 10.05 | .62 | 5.19 | - | 9.47 | 3.55 | .07 | .43 | - | .76 |

Table 5.--Annual sales, milkfat test, population and per capita consumption of fluid milk and cream products by marketing areas, 1950-59

| Area and Year | Annual sales for fluid use a | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Whole milk | | | | | | Skim milk | | | | | | | |
| | Plain | | Yogurt b | | Flavored c | | Plain d | | Fortified d | | Flavored c | | Buttermilk | |
| | Sales | Fat | Sales | Fat | Sales | Fat | Sales | Fat | Sales | Fat | Sales | Fat | Sales | Fat |
| | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. |
| WEST SOUTH CENTRAL: (Continued) | | | | | | | | | | | | | | |
| Central West Texas | | | | | | | | | | | | | | |
| 1959 | 141,038 | 3.53 | 3 | 2.44 | 6,838 | 3.67 | 649 | .70 | 1,450 | .74 | 6 | 3.25 | 9,185 | 1.10 |
| Corpus Christi, Tex. | | | | | | | | | | | | | | |
| 1956 | 70,924 | 3.94 | - | - | - | - | 1,021 | .63 | - | - | 1,846 | 3.67 | 3,064 | 1.65 |
| 1957 | 72,771 | 3.79 | - | - | 1,837 | 3.70 | 1,375 | .98 | - | - | - | - | 2,673 | 1.66 |
| 1958 | 124,430 | 3.58 | - | - | 3,649 | 3.56 | 3,304 | .91 | - | - | - | - | 3,960 | 1.60 |
| 1959 | 127,747 | 3.59 | k | - | 3,618 | 3.54 | 3,606 | .77 | - | - | - | - | 3,786 | 1.69 |
| North Texas | | | | | | | | | | | | | | |
| 1956 | 408,237 | 3.65 | - | - | - | - | 7,912 | .50 | - | - | 15,398 | 3.75 | 31,973 | 1.08 |
| 1957 | 427,527 | 3.61 | 42 | 3.19 | 15,144 | 3.96 | 2,122 | .30 | 6,226 | .57 | 1,363 | 2.60 | 31,685 | 1.21 |
| 1958 | 431,242 | 3.60 | 22 | 2.83 | 15,982 | 3.81 | 2,145 | .34 | 6,141 | .65 | 896 | 2.07 | 29,025 | 1.13 |
| 1959 | 437,165 | 3.52 | 35 | 3.01 | 16,542 | 3.79 | 4,072 | .87 | 4,953 | .68 | 539 | 2.22 | 27,783 | 1.12 |
| San Antonio, Tex. | | | | | | | | | | | | | | |
| 1953 | 117,606 | 3.58 | - | - | - | - | 2,926 | .78 | - | - | 2,635 | 1.94 | 4,485 | 1.24 |
| 1954 | 127,353 | 3.58 | - | - | - | - | 3,831 | .63 | - | - | 2,681 | 2.60 | 3,872 | 1.41 |
| 1955 | 132,657 | 3.55 | - | - | - | - | 3,435 | .87 | - | - | 3,849 | 3.54 | 3,970 | 1.49 |
| 1956 | 136,436 | 3.58 | - | - | - | - | 4,071 | 1.12 | - | - | 4,525 | 3.75 | 3,803 | 1.48 |
| 1957 | 147,577 | 3.55 | k | - | 4,683 | 3.86 | 322 | 1.15 | 44,395 | 1.28 | - | - | 3,575 | 1.44 |
| 1958 | 149,494 | 3.51 | - | - | 4,969 | 3.75 | 412 | 1.44 | 4,820 | 1.29 | - | - | 3,485 | 1.41 |
| 1959 | 156,356 | 3.45 | - | - | 5,876 | 3.78 | 397 | 1.48 | 5,078 | 1.24 | - | - | 3,413 | 1.36 |
| Texas Panhandle | | | | | | | | | | | | | | |
| 1956 | 67,475 | 3.57 | - | - | - | - | 653 | 1.15 | - | - | 2,640 | 3.51 | 3,989 | 1.04 |
| 1957 | 71,280 | 3.57 | - | - | 2,513 | 3.50 | 226 | .98 | 574 | 1.22 | 1 | 3.82 | 4,217 | 1.28 |
| 1958 | 72,025 | 3.52 | - | - | 2,786 | 3.52 | 433 | 1.22 | 594 | 1.27 | - | - | 4,319 | 1.37 |
| 1959 | 81,429 | 3.54 | 1 | 4.01 | 3,134 | 3.57 | 1,038 | 1.40 | 332 | .90 | 7 | 1.65 | 4,546 | 1.35 |
| MOUNTAIN: | | | | | | | | | | | | | | |
| Colorado Springs-Pueblo, Colo. | | | | | | | | | | | | | | |
| 1959 | 66,311 | 3.43 | - | - | 1,612 | 3.37 | 2,190 | .25 | 1,258 | 1.47 | 457 | 1.82 | 1,556 | 1.57 |
| Western Colorado | | | | | | | | | | | | | | |
| 1959 | 19,232 | 3.64 | - | - | 80 | 3.26 | 596 | .29 | 2 | .31 | 191 | 1.35 | 451 | .97 |
| Central Arizona | | | | | | | | | | | | | | |
| 1957 | 247,336 | 3.52 | k | - | 449 | 3.52 | 5,218 | .29 | 3,861 | .74 | 3,166 | 1.10 | 8,335 | 1.04 |
| 1958 | 260,798 | 3.54 | - | - | 2,373 | 3.43 | 8,864 | .76 | 4,788 | 1.00 | 1,949 | 1.06 | 8,203 | 1.06 |
| 1959 | 275,606 | 3.54 | - | - | 4,548 | 3.48 | 11,126 | .93 | 5,716 | 1.03 | 1,187 | 1.56 | 7,991 | 1.11 |
| PACIFIC: | | | | | | | | | | | | | | |
| Inland Empire, Wash.-Ida. | | | | | | | | | | | | | | |
| 1957 | 89,150 | 3.62 | k | - | - | - | 4,982 | .34 | 204 | .26 | 586 | 1.42 | 1,632 | .57 |
| 1958 | 88,146 | 3.63 | - | - | - | - | 5,360 | .36 | 237 | .22 | 507 | 1.07 | 1,636 | .64 |
| 1959 | 87,945 | 3.60 | - | - | - | - | 5,982 | .41 | 313 | .27 | 463 | 1.10 | 1,746 | .85 |
| Puget Sound, Wash. | | | | | | | | | | | | | | |
| 1952 | 367,917 | 3.56 | - | - | - | - | 16,222 | .06 | - | - | 4,222 | 1.27 | 10,689 | .53 |
| 1953 | 377,028 | 3.53 | - | - | - | - | 19,122 | .15 | - | - | 3,996 | 1.38 | 10,034 | .61 |
| 1954 | 394,923 | 3.53 | - | - | - | - | 19,881 | .19 | - | - | 3,945 | 1.34 | 9,683 | .82 |
| 1955 | 414,777 | 3.54 | - | - | - | - | 19,834 | .17 | - | - | 4,155 | 1.53 | 9,757 | .91 |
| 1956 | 434,322 | 3.54 | - | - | - | - | 20,314 | .17 | - | - | 4,050 | 1.49 | 9,709 | .94 |
| 1957 | 443,424 | 3.53 | k | - | - | - | 12,988 | .14 | 8,285 | .27 | 3,966 | 1.53 | 9,912 | 1.05 |
| 1958 | 437,958 | 3.53 | - | - | - | - | 13,197 | .20 | 12,934 | .77 | 3,824 | 1.51 | 10,492 | 1.06 |
| 1959 | 441,295 | 3.54 | - | - | - | - | 13,956 | .20 | 18,487 | 1.11 | 3,609 | 1.58 | 10,012 | 1.10 |
| California | | | | | | | | | | | | | | |
| 1950 | 2,844,373 | 3.55 | - | - | - | - | 63,958 | - | - | - | 53,976 | - | 118,704 | - |
| 1951 | 3,034,226 | 3.48 | - | - | - | - | 83,671 | - | - | - | 58,846 | - | 124,871 | - |
| 1952 | 3,229,850 | 3.42 | - | - | - | - | 96,102 | - | - | - | 63,595 | - | 131,073 | - |
| 1953 | 3,345,641 | 3.44 | - | - | - | - | 106,516 | - | - | - | 64,858 | - | 128,773 | - |
| 1954 | 3,423,393 | 3.48 | - | - | - | - | 120,737 | - | - | - | 62,496 | - | 132,008 | - |
| 1955 | 3,651,741 | 3.46 | - | - | - | - | 142,379 | - | - | - | 68,292 | - | 139,499 | - |
| 1956 | 3,941,776 | 3.51 | - | - | - | - | 172,014 | .30 | - | - | 71,008 | 1.16 | 139,680 | - |
| 1957 | 4,107,902 | 3.61 | - | - | - | - | 201,657 | .36 | - | - | 71,812 | 1.07 | 142,647 | - |
| 1958 | 4,173,348 | 3.61 | - | - | - | - | 217,245 | .36 | - | - | 69,589 | 1.10 | 142,500 | - |
| 1959 | 4,270,038 | 3.59 | - | - | - | - | 247,693 | .35 | - | - | 74,391 | 1.11 | 139,803 | - |

Table 5.--Annual sales, milkfat test, population and per capita consumption of fluid milk and cream products by marketing areas, 1950-59 --Continued

| Area and Year | Annual sales for fluid use a | | | | | | | | | | Estimated population | Annual per capita cons. | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Cream | | | | | | | | | | | Whole and skim milk | Milk equivalent e | |
| | Mixtures | | Eggnog | | Light | | Sour | | Heavy | | | | Cream | All fluid items f |
| | Sales | Fat | Sales | Fat | Sales | Fat | Sales | Fat | Sales | Fat | | | | |
| | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | 1,000 lbs. | Pct. | Thous. | Pounds | Pounds | Pounds |
| WEST SOUTH CENTRAL: (Continued) | | | | | | | | | | | | | | |
| Central West Texas | | | | | | | | | | | | | | |
| 1959 | 1,921 | 12.34 | 308 | 5.59 | 181 | 18.22 | 84 | 18.71 | 488 | 34.74 | 455 | 350 | 27 | 332 |
| Corpus Christi, Tex. | | | | | | | | | | | | | | |
| 1956 | 1,357 | 11.97 | - | - | 192 | 18.73 | 30 | 23.42 | 142 | 33.02 | 310 | 248 | 19 | 237 |
| 1957 | 1,370 | 11.90 | 170 | 7.39 | 55 | 18.84 | 44 | 19.12 | 142 | 33.73 | 315 | 250 | 18 | 230 |
| 1958 | 2,205 | 12.25 | 268 | 6.74 | - | - | 76 | 19.52 | 216 | 34.26 | 665 | 204 | 13 | 177 |
| 1959 | 2,191 | 12.16 | 311 | 6.43 | - | - | 106 | 18.89 | 208 | 35.13 | 680 | 204 | 13 | 178 |
| North Texas | | | | | | | | | | | | | | |
| 1956 | 6,587 | 12.21 | 630 | 7.79 | 2,232 | 19.71 | 156 | 19.08 | 1,676 | 35.73 | 1,690 | 274 | 28 | 262 |
| 1957 | 7,194 | 12.16 | 979 | 7.22 | 1,800 | 19.31 | 224 | 19.48 | 1,774 | 36.39 | 1,750 | 277 | 28 | 265 |
| 1958 | 7,470 | 12.06 | 1,193 | 6.27 | 1,500 | 19.27 | 289 | 21.97 | 1,740 | 36.82 | 1,800 | 270 | 28 | 259 |
| 1959 | 7,788 | 12.06 | 674 | 10.88 | 1,328 | 19.53 | 515 | 24.26 | 1,717 | 37.03 | 1,860 | 264 | 28 | 252 |
| San Antonio, Tex. | | | | | | | | | | | | | | |
| 1953 | 2,900 | 11.97 | 86 | 25.70 | 180 | 18.91 | 3 | 23.12 | 303 | 34.48 | 560 | 228 | 23 | 221 |
| 1954 | 2,770 | 12.03 | 95 | 35.46 | 174 | 19.01 | 1 | 23.56 | 327 | 34.37 | 575 | 240 | 23 | 236 |
| 1955 | 2,926 | 12.11 | 345 | 11.50 | 151 | 18.88 | 15 | 20.55 | 327 | 35.21 | 595 | 242 | 24 | 240 |
| 1956 | 2,933 | 12.25 | 371 | 9.87 | 152 | 20.40 | 98 | 19.01 | 297 | 34.54 | 605 | 246 | 24 | 247 |
| 1957 | 2,834 | 12.25 | 347 | 10.19 | 121 | 19.15 | 127 | 18.13 | 328 | 34.39 | 620 | 259 | 23 | 254 |
| 1958 | 2,904 | 12.46 | 397 | 8.75 | - | - | 164 | 17.55 | 359 | 34.84 | 640 | 255 | 23 | 251 |
| 1959 | 2,921 | 11.88 | 384 | 7.59 | - | - | 257 | 15.66 | 309 | 35.06 | 670 | 255 | 22 | 250 |
| Texas Panhandle | | | | | | | | | | | | | | |
| 1956 | 1,028 | 12.99 | - | - | 108 | 18.89 | 12 | 18.20 | 291 | 33.95 | 265 | 282 | 25 | 279 |
| 1957 | 1,081 | 12.91 | - | - | 64 | 18.59 | 37 | 17.63 | 249 | 34.05 | 275 | 287 | 23 | 282 |
| 1958 | 1,128 | 13.00 | 101 | 4.92 | 27 | 18.74 | 63 | 17.59 | 232 | 33.58 | 285 | 281 | 23 | 276 |
| 1959 | 1,234 | 12.85 | - | - | 22 | 17.70 | 97 | 18.02 | 243 | 33.82 | 340 | 266 | 21 | 263 |
| MOUNTAIN: | | | | | | | | | | | | | | |
| Colorado Springs-Pueblo, Colo. | | | | | | | | | | | | | | |
| 1959 | 1,612 | 11.14 | 234 | 4.02 | 224 | 20.81 | 140 | 18.42 | 152 | 37.24 | 260 | 282 | 34 | 286 |
| Western Colorado | | | | | | | | | | | | | | |
| 1959 | 614 | 11.94 | - | - | 7 | 23.14 | 16 | 18.57 | 65 | 38.36 | 78 | 263 | 35 | 275 |
| Central Arizona | | | | | | | | | | | | | | |
| 1957 | 4,638 | 11.61 | 439 | 6.77 | 285 | 19.57 | 485 | 17.59 | 442 | 35.89 | 970 | 277 | 25 | 278 |
| 1958 | 4,879 | 11.66 | 546 | 6.09 | 257 | 19.57 | 665 | 16.28 | 438 | 36.06 | 1,020 | 281 | 25 | 285 |
| 1959 | 5,242 | 11.78 | 633 | 5.85 | 199 | 20.02 | 869 | 16.12 | 447 | 36.19 | 1,070 | 286 | 26 | 291 |
| PACIFIC: | | | | | | | | | | | | | | |
| Inland Empire, Wash.-Ida. | | | | | | | | | | | | | | |
| 1957 | 2,122 | 12.12 | k | - | 544 | 21.14 | 57 | 20.95 | 614 | 33.47 | 330 | 293 | 46 | 300 |
| 1958 | 2,050 | 12.24 | - | - | 442 | 21.11 | 81 | 20.75 | 562 | 33.83 | 337 | 285 | 42 | 288 |
| 1959 | 2,122 | 12.16 | - | - | 360 | 20.64 | 113 | 20.51 | 569 | 33.62 | 345 | 280 | 41 | 277 |
| Puget Sound, Wash. | | | | | | | | | | | | | | |
| 1952 | 9,036 | 10.26 | 78 | 15.51 | 4,411 | 20.19 | 70 | 21.47 | 3,041 | 32.38 | 1,350 | 296 | 50 | 283 |
| 1953 | 9,866 | 10.27 | 87 | 13.43 | 3,873 | 20.32 | 101 | 21.41 | 3,074 | 32.37 | 1,375 | 298 | 50 | 287 |
| 1954 | 10,210 | 10.53 | 134 | 9.71 | 3,444 | 20.20 | 151 | 20.24 | 3,176 | 32.73 | 1,415 | 303 | 49 | 291 |
| 1955 | 10,906 | 11.05 | 137 | 12.51 | 3,020 | 20.42 | 273 | 20.85 | 3,346 | 32.74 | 1,470 | 305 | 50 | 296 |
| 1956 | 11,162 | 11.62 | 146 | 12.94 | 2,478 | 20.68 | 457 | 20.04 | 3,162 | 33.02 | 1,510 | 310 | 48 | 302 |
| 1957 | 11,599 | 11.63 | 229 | 11.54 | 1,986 | 20.78 | 697 | 19.81 | 3,226 | 33.28 | 1,540 | 311 | 48 | 302 |
| 1958 | 11,583 | 11.69 | 208 | 10.48 | 1,559 | 21.37 | 1,082 | 18.77 | 3,097 | 33.21 | 1,570 | 305 | 47 | 299 |
| 1959 | 12,014 | 11.76 | 271 | 10.05 | 1,405 | 20.89 | 1,842 | 18.83 | 3,133 | 33.40 | 1,610 | 303 | 48 | 295 |
| California | | | | | | | | | | | | | | |
| 1950 | 130,716 | - | 5,217 | - | 11,262 | - | 4,314 | - | 9,462 | - | 10,450 | 295 | 60 | 315 |
| 1951 | 131,838 | - | 5,154 | - | 8,662 | - | 4,561 | - | 8,887 | - | 10,950 | 301 | 56 | 312 |
| 1952 | 134,475 | - | 5,194 | - | 6,943 | - | 5,158 | - | 8,990 | - | 11,600 | 303 | 53 | 311 |
| 1953 | 135,468 | - | 4,985 | - | 5,999 | - | 5,883 | - | 9,055 | - | 12,100 | 302 | 52 | 310 |
| 1954 | 133,918 | - | 4,770 | - | 5,006 | - | 6,241 | - | 9,626 | - | 12,600 | 297 | 50 | 306 |
| 1955 | 138,559 | - | 4,600 | - | 4,347 | - | 7,328 | - | 10,014 | - | 13,000 | 308 | 50 | 314 |
| 1956 | 141,401 | - | 4,055 | - | 3,725 | - | 9,026 | - | 10,486 | - | 13,600 | 318 | 49 | 327 |
| 1957 | 139,817 | - | 3,880 | - | 2,954 | - | 11,459 | - | 10,982 | - | 14,100 | 321 | 48 | 337 |
| 1958 | 134,226 | - | 3,555 | - | 2,574 | - | 13,207 | - | 10,444 | - | 14,650 | 314 | 45 | 327 |
| 1959 | 133,738 | - | 3,445 | - | 2,482 | - | 15,765 | - | 10,053 | - | 15,250 | 310 | 44 | 323 |

Table 5.--Annual sales, milkfat test, population and per capita consumption of fluid milk and cream products by marketing areas, 1950-59--Continued

| Area and Year | Annual per capita consumption | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Whole milk | | | Skim milk | | | | Cream | | | | |
| | Plain | [b] Yogurt | [c] Flavored | [d] Plain | [d] Fortified | [c] Flavored | Butter-milk | Mixtures | Eggnog | Light | Sour | Heavy |
| | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds | Pounds |
| WEST SOUTH CENTRAL: (Continued) | | | | | | | | | | | | |
| Central West Texas | | | | | | | | | | | | |
| 1959 | 310 | .01 | 15.03 | 1.43 | 3.19 | .01 | 20.19 | 4.22 | .68 | .40 | .18 | 1.07 |
| Corpus Christi, Tex. | | | | | | | | | | | | |
| 1956 | 229 | - | - | 3.29 | - | 5.95 | 9.88 | 4.38 | - | .62 | .10 | .46 |
| 1957 | 231 | - | 5.83 | 4.37 | - | - | 8.49 | 4.35 | .54 | .17 | .14 | .45 |
| 1958 | 187 | - | 5.49 | 4.97 | - | - | 5.95 | 3.32 | .40 | - | .11 | .32 |
| 1959 | 188 | k | 5.32 | 5.30 | - | - | 5.57 | 3.22 | .46 | - | .16 | .31 |
| North Texas | | | | | | | | | | | | |
| 1956 | 242 | - | - | 4.68 | - | 9.11 | 18.92 | 3.90 | .37 | 1.32 | .09 | .99 |
| 1957 | 244 | .02 | 8.65 | 1.21 | 3.56 | .78 | 18.11 | 4.11 | .56 | 1.03 | .13 | 1.01 |
| 1958 | 240 | .01 | 8.88 | 1.19 | 3.41 | .50 | 16.12 | 4.15 | .66 | .83 | .16 | .97 |
| 1959 | 235 | .02 | 8.89 | 2.19 | 2.66 | .29 | 14.94 | 4.19 | .36 | .71 | .28 | .92 |
| San Antonio, Tex. | | | | | | | | | | | | |
| 1953 | 210 | - | - | 5.22 | - | 4.71 | 8.01 | 5.18 | .15 | .32 | .01 | .54 |
| 1954 | 221 | - | - | 6.66 | - | 4.66 | 6.73 | 4.82 | .17 | .30 | - | .57 |
| 1955 | 223 | - | - | 5.77 | - | 6.47 | 6.67 | 4.92 | .58 | .25 | .03 | .55 |
| 1956 | 226 | - | - | 6.73 | - | 7.48 | 6.29 | 4.85 | .61 | .25 | .16 | .49 |
| 1957 | 238 | k | 7.55 | .52 | n7.09 | - | 5.77 | 4.57 | .56 | .20 | .20 | .53 |
| 1958 | 234 | - | 7.76 | .64 | 7.53 | - | 5.45 | 4.54 | .62 | - | .26 | .56 |
| 1959 | 233 | - | 8.77 | .59 | 7.58 | - | 5.09 | 4.36 | .57 | - | .38 | .46 |
| Texas Panhandle | | | | | | | | | | | | |
| 1956 | 255 | - | - | 2.46 | - | 9.96 | 15.05 | 3.88 | - | .41 | .05 | 1.10 |
| 1957 | 259 | - | 9.14 | .82 | 2.09 | - | 15.33 | 3.93 | - | .23 | .13 | .91 |
| 1958 | 253 | - | 9.78 | 1.52 | 2.08 | - | 15.15 | 3.96 | .35 | .09 | .22 | .81 |
| 1959 | 239 | - | 9.22 | 3.05 | .98 | .02 | 13.37 | 3.63 | - | .06 | .29 | .71 |
| MOUNTAIN: | | | | | | | | | | | | |
| Colorado Springs-Pueblo, Colo. | | | | | | | | | | | | |
| 1959 | 255 | - | 6.20 | 8.42 | 4.84 | 1.76 | 5.98 | 6.20 | .90 | .86 | .54 | .58 |
| Western Colorado | | | | | | | | | | | | |
| 1959 | 247 | - | 1.03 | 7.64 | .03 | 2.45 | 5.78 | 7.87 | - | .09 | .21 | .83 |
| Central Arizona | | | | | | | | | | | | |
| 1957 | 255 | k | .46 | 5.38 | 3.98 | 3.26 | 8.59 | 4.78 | .45 | .29 | .50 | .46 |
| 1958 | 256 | - | 2.33 | 8.69 | 4.69 | 1.91 | 8.04 | 4.78 | .54 | .25 | .65 | .43 |
| 1959 | 258 | - | 4.25 | 10.40 | 5.34 | 1.11 | 7.47 | 4.90 | .59 | .19 | .81 | .42 |
| PACIFIC: | | | | | | | | | | | | |
| Inland Empire, Wash.-Ida. | | | | | | | | | | | | |
| 1957 | 270 | k | - | 15.10 | .62 | 1.78 | 4.95 | 6.43 | .15 | 1.65 | .17 | 1.86 |
| 1958 | 262 | - | - | 15.91 | .70 | 1.50 | 4.85 | 6.08 | .21 | 1.31 | .24 | 1.67 |
| 1959 | 255 | - | - | 17.34 | .91 | 1.34 | 5.06 | 6.15 | .22 | 1.04 | .33 | 1.65 |
| Puget Sound, Wash. | | | | | | | | | | | | |
| 1952 | 273 | - | - | 12.02 | - | 3.13 | 7.92 | 6.69 | .06 | 3.27 | .05 | 2.25 |
| 1953 | 274 | - | - | 13.91 | - | 2.91 | 7.30 | 7.18 | .06 | 2.82 | .07 | 2.24 |
| 1954 | 279 | - | - | 14.05 | - | 2.79 | 6.84 | 7.22 | .09 | 2.43 | .11 | 2.24 |
| 1955 | 282 | - | - | 13.49 | - | 2.83 | 6.64 | 7.42 | .09 | 2.05 | .19 | 2.28 |
| 1956 | 288 | - | - | 13.45 | - | 2.68 | 6.43 | 7.39 | .10 | 1.64 | .30 | 2.09 |
| 1957 | 288 | k | - | 8.43 | 5.38 | 2.58 | 6.44 | 7.53 | .15 | 1.29 | .45 | 2.09 |
| 1958 | 279 | - | - | 8.41 | 8.24 | 2.44 | 6.68 | 7.38 | .13 | .99 | .69 | 1.97 |
| 1959 | 274 | - | - | 8.67 | 11.48 | 2.24 | 6.22 | 7.46 | .17 | .87 | 1.14 | 1.95 |
| California | | | | | | | | | | | | |
| 1950 | 272 | - | - | 6.12 | - | 5.17 | 11.36 | 12.51 | .50 | 1.08 | .41 | .91 |
| 1951 | 277 | - | - | 7.64 | - | 5.37 | 11.40 | 12.04 | .47 | .79 | .42 | .81 |
| 1952 | 278 | - | - | 8.28 | - | 5.48 | 11.30 | 11.59 | .45 | .60 | .44 | .78 |
| 1953 | 277 | - | - | 8.80 | - | 5.36 | 10.64 | 11.20 | .41 | .50 | .49 | .75 |
| 1954 | 272 | - | - | 9.58 | - | 4.96 | 10.48 | 10.63 | .38 | .40 | .50 | .76 |
| 1955 | 281 | - | - | 10.95 | - | 5.25 | 10.73 | 10.66 | .35 | .33 | .56 | .77 |
| 1956 | 290 | - | - | 12.65 | - | 5.22 | 10.27 | 10.40 | .30 | .27 | .66 | .77 |
| 1957 | 291 | - | - | 14.30 | - | 5.09 | 10.12 | 9.92 | .28 | .21 | .81 | .78 |
| 1958 | 285 | - | - | 14.83 | - | 4.75 | 9.73 | 9.16 | .24 | .18 | .90 | .71 |
| 1959 | 280 | - | - | 16.24 | - | 4.88 | 9.17 | 8.77 | .23 | .16 | 1.03 | .66 |

See footnotes on next page.

Footnotes to Table 5

a. Product quantities shown are those sold within the marketing area or other geographic designation.

b. Yogurt sales reported as plain whole milk prior to 1957 in Federal markets.

c. Flavored whole milk reported with flavored skim milk in Federal markets prior to 1957.

d. Fortified skim milk (solids added) reported with plain skim milk in Federal markets prior to 1957.

e. Milk equivalent data represent the quantity of producer milk at average annual milkfat test required to provide the milkfat in the respective product groupings. Exceptions to this method are noted in footnote f.

f. In markets and years where milkfat tests are not available, this is merely the sum of "whole and skim milk" and the "milk equivalent of cream".

g. Merrimack Valley merged with Boston beginning with 1958 data.

h. Milk and milk drinks shown in the "plain whole milk" column and the "milk equivalent of cream" shown in the "heavy cream" column for all years except as follows: Niagara Frontier for 1959 and Rochester for 1958 and 1959 which use the regular table headings.

i. Data prior to October 1958 provided by the Office of the Milk Administrator, State of Connecticut. From October 1958 through March 1959, data estimated. For the remainder of 1959, reports of the Federal Administrator were used to estimate comparable products under the previous State program. The "plain skim" column includes both plain and fortified skim. "Flavored skim" includes both whole and skim products. "Extra light" cream shown in "Mixture" column and "Medium cream" in the "Sour cream" column of this table.

j. Converted to 38 percent milkfat equivalent.

k. Not reported to avoid disclosure of individual firm data.

m. Includes plain and flavored skim milk to avoid disclosure of individual firm data.

n. Includes flavored skim milk to avoid disclosure of individual firm data.

p. Milk equivalent of cream.

q. Includes fortified skim milk.

r. Includes mixtures.

## APPENDIX

### Weights of milk and cream

The following table is presented primarily to aid in comparing data in this issue with previous editions, as the sales items for some markets were formerly carried in quarts. Calculated weights of fluid milk and cream are shown for common sizes of containers. The figures are for an average temperature of milk and cream at the time of bottling and do not allow for adherence to the sides of containers. They are, therefore, not usuable for commercial calculation of yield.

Approximate Weights of Milk and Cream by Size of Container a

| Item | Gallon | Half Gallon | Quart | Pint | Half pint |
|---|---|---|---|---|---|
| | Pounds | Pounds | Pounds | Pounds | Pounds |
| Skim milk..... | 8.65 | 4.32 | 2.16 | 1.08 | 0.54 |
| Whole milk..... | 8.60 | 4.30 | 2.15 | 1.08 | .54 |
| Cream, fat content: | | | | | |
| 10 percent..... | 8.57 | - | - | 1.07 | .54 |
| 15 percent..... | 8.55 | - | - | 1.07 | .54 |
| 20 percent..... | 8.51 | - | - | 1.06 | .53 |
| 25 percent..... | 8.47 | - | - | 1.06 | .53 |
| 30 percent..... | 8.43 | - | - | 1.05 | .52 |
| 35 percent..... | 8.40 | - | - | 1.05 | .52 |
| 40 percent..... | 8.37 | - | - | 1.05 | .52 |

a. Not for use in commercial calculations. Source: Approximate Weight per Gallon of Milk and Cream at Various Temperatures, U. S. Department of Agriculture, Agricultural Research Administration, BDIM 287.

### Milk equivalent of milk and cream

Milk equivalent figures for milk and cream items have been used in a number of places in the bulletin. This figure is the quantity of producer milk required to provide the milkfat in the product or products shown.

For example: 300 pounds of 20 percent cream is equivalent to 1,500 pounds of producer milk containing 4 percent fat:

$$300 \times .20 = 60 \text{ pounds of milkfat}$$

$$\frac{60}{.04} = 1{,}500 \text{ pounds of milk equivalent}$$

Growth Through Agricultural Progress

Da 1-3-1 (62)